

PROGRAM AUDIENCE ESTIMATES (Alpha)

MAY 2-8, 1988

PROGRAM NAME						KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
DAY	TIME	DUR	NET	NO. OF T/C	TYPE		AVG. AUD. %	SH %	AVG. 0,000	TOTAL WORKING PERS					W O M E N					M E N					T E E N S		CHILDREN				
										TOTAL	18+	18-49	LOH 18-49 W/CH	TOTAL	18-	18-	25-	35-	55+	TOTAL	18-	18-	25-	35-	55+	TOTAL	12-	12-	2-	6-	
#STNS	CVG%									(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11		
EVENING CONT'D																															
BEAUTY & THE BEAST(R)-CONT'D 8.30 - 9.00						A	10.1	19	895	1474	312	247	62^	844	206	443	443	434	339	407	87	185	185	202	203	57^	24^	166	109		
BILL COSBY SHOW(R) THU 8.00P 30 NBC 7						A	21.5	39	1905	1704	295	246	97	784	260	464	414	338	287	422	187	269	238	163	123	213	123	285	184		
213 99 CS 33						B	23.7	41	2102	1724	305	253	91	784	281	483	430	332	259	432	181	280	246	179	126	195	109	313	207		
						C	27.3	44	2420	1800	335	273	89	841	297	495	440	354	295	495	187	302	273	218	158	177	96	287	184		
BOYS WILL BE BOYS SAT 8.30P 30 FOX 4						A	2.7	5	239	1593	175^	149^	64^	452	219^	368	323	203^	72^	388	181^	277	290	182^	59^	313	166^	439	333		
118 79 CS 4						B	3.0	6	264	1730	203	180	104^	482	275	405	323	178	64^	443	253	367	286	172	56^	289	163	515	371		
						C	3.0	6	264	1730	203	180	104^	482	275	405	323	178	64^	443	253	367	286	172	56^	289	163	515	371		
BUCK JAMES THU 10.00P 60 ABC 6						A	6.8	11	602	1480	349	252	62^	810	165	411	421	485	338	545	144	282	306	303	203	74^	54^	51^	24^		
210 99 GD 8						B	8.2	14	722	1503	313	221	58	794	173	386	413	446	328	536	153	293	286	289	201	83	42^	90	51		
10.00 - 10.30						C	8.0	14	704	1509	302	215	60	797	176	396	421	443	322	541	149	291	289	293	206	81	41	89	54		
10.30 - 11.00						A	6.5	11	576	1487	353	261	62^	822	175	429	435	492	333	527	142	277	296	293	194	80^	60^	58^	26^		
						A	7.0	12	620	1494	350	247	63^	811	158	401	414	485	347	570	149	290	319	318	213	69^	50^	45^	23^		
CAGNEY & LACEY MON 10.00P 60 CBS 3						A	9.4	15	833	1451	346	268	76^	824	306	474	467	339	288	471	191	281	275	185	157	69^	42^	86	52^		
212 99 OP 3						B	9.8	16	871	1443	324	259	74	790	265	461	447	347	274	482	177	283	272	208	164	85	44	86	47		
						C	9.8	16	871	1443	324	259	74	790	265	461	447	347	274	482	177	283	272	208	164	85	44	86	47		
10.00 - 10.30						A	9.4	15	833	1429	343	268	80	812	297	473	464	341	280	457	185	276	280	183	147	71^	42^	90	52^		
10.30 - 11.00						A	9.5	15	842	1457	345	266	71^	828	311	469	465	334	292	480	195	283	267	186	167	66^	41^	82	52^		
CBS SUNDAY MOVIE SUN 9.00P 120 CBS 7						A	9.4	15	833	1488	265	159	38^	725	136	260	282	342	406	670	122	279	310	359	341	63^	32^	30^	17^		
212 99 FF 31						B	17.4	28	1540	1689	336	240	57	846	217	430	426	428	348	676	174	350	357	347	269	86	36	81	51		
THE CAINE MUTINY COURT-MARTIAL						C	17.3	27	1537	1655	338	242	60	866	219	438	439	437	358	621	158	316	321	326	252	82	39	87	54		
9.00 - 9.30						A	10.4	17	921	1540	289	180	26^	775	138	293	319	371	413	643	105	260	281	344	341	83	49^	38^	21^		
9.30 - 10.00						A	9.1	14	806	1505	272	164	30^	737	141	259	279	348	412	673	109	264	294	359	362	70^	34^	25^	14^		
10.00 - 10.30						A	9.0	14	797	1463	256	152	38^	689	132	240	258	319	400	691	132	295	322	374	341	55^	23^	28^	16^		
10.30 - 11.00						A	9.1	15	806	1437	239	138	57^	692	131	242	269	326	398	678	145	301	345	360	317	40^	18^	27^	14^		
CBS TUESDAY MOVIE TUE 9.00P 120 CBS 4						A	15.0	24	1329	1572	330	241	89	902	253	481	467	446	345	496	138	256	268	240	190	64	38^	111	63		
208 98 FF 4						B	13.4	22	1185	1570	318	236	78	837	251	460	446	406	309	505	156	278	272	245	186	87	43	141	74		
NECESSITY						C	13.4	22	1185	1570	318	236	78	837	251	460	446	406	309	505	156	278	272	245	186	87	43	141	74		
9.00 - 9.30						A	13.1	21	1161	1590	333	246	84	899	241	469	454	441	352	488	124	250	258	242	191	69	44^	135	72		
9.30 - 10.00						A	14.5	23	1285	1587	332	238	81	908	250	482	471	454	344	486	141	261	273	236	172	69	43^	125	66		
10.00 - 10.30						A	16.1	26	1426	1557	328	240	97	898	260	485	469	442	339	494	142	253	269	235	189	61	36^	104	63		
10.30 - 11.00						A	16.4	28	1453	1550	325	241	91	898	255	481	471	443	346	510	140	258	269	245	205	57	29^	85	54		
CHEERS THU 9.00P 30 NBC 7						A	22.8	38	2020	1635	323	274	115	724	308	490	453	301	191	529	257	393	345	222	106	164	95	218	128		
210 99 CS 32						B	22.7	37	2014	1649	325	272	110	743	322	516	460	312	185	504	237	363	321	211	113	181	89	222	138		
						C	23.6	37	2092	1701	354	297	109	800	337	532	470	331	221	540	234	376	337	237	130	164	86	197	120		

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

14 PROGRAM AUDIENCE ESTIMATES (Alpha)

MAY 2-8, 1988

PROGRAM NAME DAY TIME DUR NET NO. #STNS CVG% TYPE OF										K E Y	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
													TOTAL WORKING LOH				W O M E N					M E N					T E E N S		CHILDREN				
											AVG. AUD. %	AVG. SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	LOH 18-49 W/CH <3	18-	18-	25-	35-	TOTAL	18-	18-	25-	35-	TOTAL	12-	12-	TOTAL	TOTAL			
																	34	49	54	64	55+		34	49	54	64	55+	17	17	11	11		
EVENING CONT'D																																	
CHINA BEACH										A	12.6	22	1116	1495	305	259	123	691	297	497	464	318	149	608	305	464	436	255	97	120	71	76	36^
WED 10.00P 60 ABC 2										B	13.8	24	1223	1525	317	275	114	715	304	515	473	325	153	606	280	462	431	276	106	108	56	97	50
217 99 GD 2										C	13.8	24	1223	1525	317	275	114	715	304	515	473	325	153	606	280	462	431	276	106	108	56	97	50
10.00 - 10.30										A	13.0	22	1152	1502	314	268	119	684	298	500	459	312	140	604	306	466	431	254	92	128	73	86	40^
10.30 - 11.00										A	12.2	22	1081	1487	295	250	127	699	295	495	468	325	159	613	303	461	441	257	102	110	69	65	31^
CRIME STORY										A	10.8	18	957	1582	251	201	65^	720	188	373	355	378	283	705	225	403	353	357	259	85	19^	72	53^
TUE 10.00P 60 NBC 5										B	11.5	20	1023	1633	274	207	58	751	164	379	390	416	303	710	203	403	375	380	253	94	38	78	47
202 99 OP 23										C	11.9	21	1055	1611	279	208	58	750	178	382	386	404	306	681	198	391	372	370	237	99	45	80	47
10.00 - 10.30										A	10.8	18	957	1591	245	193	65^	727	190	373	358	383	286	693	219	389	343	348	262	93	22^	78	58^
10.30 - 11.00										A	10.8	19	957	1574	258	209	66^	713	185	374	352	373	280	718	232	418	363	366	256	77	16^	65^	47^
DALLAS										A	15.6	28	1382	1568	282	207	63	916	212	404	427	418	446	463	103	194	216	199	232	61	22^	128	86
FRI 9.00P 60 CBS 5										B	16.1	28	1425	1573	297	212	58	926	195	388	413	421	472	468	101	206	224	215	226	53	27	125	82
212 99 GD 28										C	16.7	28	1483	1630	318	231	66	959	219	423	439	423	467	486	117	228	237	226	223	56	31	128	87
9.00 - 9.30										A	14.6	26	1294	1574	270	200	60	916	207	392	419	409	458	468	104	197	218	196	235	57	17^	132	91
9.30 - 10.00										A	16.7	29	1480	1553	290	213	64	911	215	412	432	423	433	455	101	191	213	200	227	63	26^	124	81
DESIGNING WOMEN(R)										A	11.5	19	1019	1490	339	260	63	861	254	451	423	378	358	426	164	259	221	163	142	84	52^	119	74
MON 8.30P 30 CBS 6										B	13.1	21	1164	1521	358	277	82	847	287	476	442	360	321	456	151	259	252	208	159	85	51	133	75
212 99 CS 10										C	13.5	21	1198	1562	352	274	85	847	287	476	448	364	321	474	158	271	263	221	166	96	57	144	81
DIRTY DOZEN										A	2.0	4	177	1664	247^	226^	75^	562	278^	427	371	239^	116^	672	217^	396	390	358^	226^	171^	111^	258^	194^
SAT 9.00P 60 FOX 1										B	2.0	4	177	1664	247^	226^	75^	562	278^	427	371	239^	116^	672	217^	396	390	358^	226^	171^	111^	258^	194^
120 78 A 1										C	2.0	4	177	1664	247^	226^	75^	562	278^	427	371	239^	116^	672	217^	396	390	358^	226^	171^	111^	258^	194^
9.00 - 9.30										A	1.9	4	168	1698	229^	212^	51^	570	284^	442	373^	246^	110^	665	217^	403	397	350^	212^	212^	150^	251^	175^
9.30 - 10.00										A	2.1	4	186	1633	263^	239^	96^	555	273^	414	368	232^	121^	679	217^	390	384	364	239^	134^	76^	265^	211^
DISNEY SUNDAY MOVIE										A	7.2	15	638	1861	216	175	94^	679	268	435	414	296	189	580	246	378	355	250	144	166	69^	435	286
SUN 7.00P 60 ABC 5										B	7.9	15	703	1883	239	196	87	662	252	446	403	323	177	540	198	378	372	285	117	194	95	487	321
215 99 FF 27										C	10.6	17	937	2027	275	233	103	713	288	492	441	327	185	593	245	437	408	295	116	207	102	513	327
SPLASH, TOO, PT.2										A	6.7	15	594	1855	228	185	95^	702	282	448	428	300	192	583	240	369	348	254	153	145	54^	425	288
7.00 - 7.30										A	7.7	15	682	1866	206	167	92^	659	256	423	402	291	186	579	251	386	360	246	136	185	82^	444	285
7.30 - 8.00										A	7.2	15	638	1622	354	248	50^	875	181	390	406	424	408	577	124	235	268	288	289	40^	25^	130	71^
DOLLY										B	8.3	16	731	1677	290	192	61	836	168	356	386	420	401	586	119	270	300	318	265	62	28^	192	115
SAT 8.00P 60 ABC 6										C	9.7	18	861	1727	285	194	63	852	168	369	400	424	403	614	134	300	320	333	262	66	31	195	121
215 99 GV 13										A	6.9	15	611	1644	362	254	60^	889	195	408	416	425	407	588	138	242	271	283	290	32^	22^	134	73^
8.00 - 8.30										A	7.4	15	656	1623	351	246	40^	873	171	379	402	430	414	575	113	232	269	296	293	48^	27^	127	70^
8.30 - 9.00										A	8.9	14	789	1513	358	337	107	698	372	531	445	229	141	439	257	358	291	149	63^	222	127	154	92
'88 VOTE: IN/OH/D.C. PRIM.(S)										A	8.9	14	789	1513	358	337	107	698	372	531	445	229	141	439	257	358	291	149	63^	222	127	154	92
TUE 9.40P 2 ABC 13																																	
196 83 P																																	

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

MAY 2-8, 1988

PROGRAM NAME DAYTIME #STNSCVRG%TYPE					NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. SH. AVG. AUD. %AUD. 0,000			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																	
										TOTAL WORKING LOH				WOMEN					MEN					TEENS		CHILDREN																	
							PERS	WOMEN	18-49	18- W/CH	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	12- 17	12- 17	2- 11	6- 11																	
EVENING CONT'D																																											
EISENHOWER & LUTZ MON9.30P30CBS5					A	10.8	17	957	1500	351	280	68	780	292	480	449	336	254	512	198	315	316	227	151	92	51^	116	74															
					B	11.5	18	1017	1543	342	271	95	788	295	488	446	332	260	527	201	334	325	239	156	94	52	135	83															
					C	11.9	19	1057	1543	337	265	92	790	293	485	450	333	264	528	196	334	328	246	157	97	52	129	81															
EQUALIZER WED10.00P60CBS7					A	11.9	21	1054	1517	275	177	74	823	203	369	384	371	390	569	125	263	261	286	264	41^	16^	84	38^															
					B	13.0	23	1149	1552	267	184	64	784	179	376	381	399	352	609	164	310	302	304	252	82	35	78	48															
					C	12.7	22	1126	1574	271	189	66	757	195	392	384	388	313	651	185	357	345	338	245	86	38	80	43															
					A	11.7	20	1037	1504	274	176	74	817	197	356	374	365	397	566	122	260	256	278	270	42^	19^	79	37^															
FACTS OF LIFE SAT8.00P30NBC6					A	13.2	29	1170	1627	252	196	68	771	260	406	340	282	335	387	135	202	195	131	158	220	139	249	188															
					B	12.5	25	1110	1637	275	218	79	798	261	429	367	302	335	409	147	233	201	169	153	184	116	246	173															
FALCON CREST FRI10.00P60CBS5					C	14.3	26	1269	1719	303	239	78	828	265	439	380	320	347	448	160	260	233	192	158	176	113	267	179															
					A	13.0	23	1152	1488	298	218	62	920	201	413	430	437	441	400	95	166	167	153	216	61	34^	108	77															
					B	13.4	24	1187	1531	313	225	59	924	197	397	420	440	461	429	103	191	195	184	212	61	37	116	83															
10.00 - 10.30					C	14.1	25	1251	1576	321	237	62	947	223	428	438	429	453	448	116	207	211	203	211	64	40	117	83															
					A	13.0	23	1152	1502	298	215	56	921	201	407	428	434	447	409	97	173	172	157	219	59	30^	112	77															
					A	13.1	24	1161	1463	295	220	67	911	200	416	428	437	432	387	91	158	161	148	211	63	37^	102	77															
10.30 - 11.00																																											
FAMILY DOUBLE-DARE SAT8.00P30FOX4																				A	2.4	5	213	1491	193^	157^	90^	446	238^	333	260^	174^	93^	427	234^	323	294^	189^	51^	161^	61^	456	348
48 HOURS THU8.00P60CBS6					B	3.4	7	301	1753	227	198	103	495	264	393	329	194	82^	430	238	360	308	176	46^	201	99^	626	467															
					C	3.4	7	301	1753	227	198	103	495	264	393	329	194	82^	430	238	360	308	176	46^	201	99^	626	467															
TOP DOG 8.00 - 8.30 8.30 - 9.00					A	9.4	17	833	1519	234	148	42^	791	153	299	310	348	441	562	118	225	245	282	280	53^	21^	113	53^															
					B	9.1	16	809	1510	264	178	52	759	153	320	353	376	371	606	140	284	300	310	267	59	18^	86	48															
					C	9.7	16	858	1536	259	178	59	761	161	329	354	370	367	611	142	293	306	309	265	64	23^	100	54															
FULL HOUSE FRI8.30P30ABC7					A	9.2	17	815	1516	240	152	42^	796	158	303	302	343	446	560	111	205	222	274	300	53^	21^	107	49^															
					A	9.6	17	851	1521	228	143	42^	786	148	295	317	353	436	563	125	243	267	290	260	54^	22^	119	57^															
					B	10.3	20	913	1778	265	199	112	848	257	472	456	365	322	411	159	247	232	167	134	145	77	373	233															
GARRY SHANDLING SHOW SUN9.00P30FOX7					B	11.7	21	1034	1696	278	216	95	782	261	435	411	323	301	433	170	277	255	190	126	165	104	316	203															
					C	12.0	22	1066	1719	289	228	99	779	272	448	422	323	282	427	169	271	255	188	124	172	108	342	220															
					A	4.3	7	381	1551	237	203	73^	564	284	394	298	177	154^	537	305	418	321	210	60^	211	107^	239	167^															
GARRY SHANDLING SHOW SPEC(S) SUN9.30P30FOX7					B	4.5	7	399	1656	254	232	84^	586	327	447	347	185	120	590	348	492	378	218	67^	201	111	279	198															
					C	4.5	7	401	1673	263	235	87	603	335	463	360	198	117	588	340	488	374	219	70^	206	112	276	194															
GOLDEN GIRLS SAT9.00P30NBC7					A	3.8	6	337	1484	234	215	78^	534	308	400	282	139^	125^	491	327	443	276	149^	26^	229	119^	230	160^															
10.00 - 10.30					A	21.2	40	1878	1632	305	216	69	869	239	419	408	372	399	384	123	190	183	159	170	142	92	237	159															
					B	19.7	36	1748	1676	300	219	77	865	240	423	398	367	391	442	138	227	209	189	188	145	88	225	154															
					C	21.7	37	1926	1720	314	229	69	889	240	416	393	377	416	478	143	245	231	213	201	136	85	216	150															
10.30 - 11.00																																											

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

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MAY 2-8, 1988

PROGRAM NAME DAYTIME DUR NET OF #STNS CVG% TYPE T/C										KEY	HOUSEHOLD AUDIENCES AVG. AUD. SH % AVG. AUD. 0,000		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																										
													TOTAL WORKING LOH				WOMEN					MEN					TEENS		CHILDREN										
													PERS (2+)	WOMEN 18+	LOH 49	18-49 W/CH <3	18- TOTAL	18- 34	25- 49	35- 54	35- 64	35- 55+	18- TOTAL	18- 34	25- 49	35- 54	35- 64	35- 55+	TOT. 12- 17	FEM. 12- 17	TOT. 2- 11	TOT. 6- 11							
EVENING CONT'D																																							
GROWING PAINS WED 8.00P 30 ABC 7 9										A	16.2	28	1435	1671	311	269	111	685	341	509	393	244	150	425	219	311	273	165	75	243	131	319	203						
										B	16.5	28	1462	1694	311	262	104	713	326	493	414	275	182	438	218	319	272	173	91	234	130	308	200						
										C	17.1	28	1517	1709	312	264	104	719	327	494	417	279	187	448	218	326	278	182	94	237	129	304	196						
HEAD OF THE CLASS WED 8.30P 30 ABC 6 28										A	15.4	25	1364	1606	298	259	138	670	364	506	392	219	139	417	224	317	266	153	72	230	123	289	182						
										B	15.6	25	1382	1667	309	263	118	693	342	496	412	255	159	429	213	318	274	176	83	247	140	298	193						
										C	16.6	26	1467	1724	324	274	106	732	338	502	433	281	188	477	233	354	307	197	94	219	117	297	195						
HIGH MOUNTAIN RANGERS(R) SAT 8.00P 60 CBS 5 16										A	7.2	15	638	1708	264	190	71^	769	169	345	333	366	370	599	187	340	307	270	226	112	42^	228	140						
										B	8.2	16	727	1705	250	189	59	770	160	358	350	382	358	631	168	329	320	307	255	122	50	182	113						
										C	10.5	18	933	1838	293	209	58	818	181	389	397	416	366	705	189	365	365	358	282	113	48	202	125						
										A	6.6	14	585	1697	261	184	61^	763	141	315	322	370	390	594	166	320	300	276	241	104^	38^	236	133						
										A	7.7	16	682	1739	270	196	81^	785	195	376	347	368	358	610	208	362	316	268	216	120	45^	224	148						
HIGHWAY TO HEAVEN(R) WED 9.00P 60 NBC 2 2										A	11.9	19	1054	1627	294	239	76	891	221	435	421	430	402	490	150	270	241	226	190	103	59^	143	96						
										B	12.9	21	1139	1676	288	223	68	867	217	419	413	419	385	521	156	287	254	248	205	135	77	152	98						
										C	12.9	21	1139	1676	288	223	68	867	217	419	413	419	385	521	156	287	254	248	205	135	77	152	98						
										A	11.6	19	1028	1636	287	231	72	890	209	418	408	440	420	497	153	269	234	223	199	102	58^	147	100						
										A	12.2	20	1081	1618	301	247	79	891	231	452	433	421	385	483	147	271	248	229	181	105	60	139	91						
HOOPERMAN WED 9.00P 30 ABC 5 26										A	14.0	23	1240	1567	307	260	121	701	333	508	443	281	147	510	237	372	341	230	96	173	101	183	96						
										B	13.3	21	1177	1603	327	268	110	710	320	497	445	296	167	483	220	348	322	219	95	189	106	221	136						
										C	15.0	24	1330	1658	315	257	99	754	295	478	441	334	226	535	218	362	327	249	138	161	84	207	134						
HOTEL THU 9.00P 60 ABC 7 9										A	6.6	11	585	1504	383	273	65^	968	215	442	436	494	461	395	134	184	175	166	183	57^	40^	84^	36^						
										B	7.4	12	659	1504	329	240	66	865	219	415	414	420	382	430	144	218	196	190	182	79	47^	130	69						
										C	7.4	12	660	1510	321	239	62	867	213	414	417	420	384	432	141	218	196	193	186	86	52	125	71						
										A	6.1	10	540	1528	368	263	49^	964	206	429	426	490	475	409	146	199	182	164	189	62^	41^	93^	42^						
										A	7.1	12	629	1483	396	282	79^	972	223	454	446	498	449	382	123	171	169	169	177	52^	39^	77^	30^						
HOUSTON KNIGHTS TUE 8.00P 60 CBS 2 2										A	6.5	11	576	1719	272	226	117	833	247	456	402	351	331	571	186	323	294	225	218	102^	39^	214	115						
										B	6.5	11	571	1649	279	217	88	810	227	426	407	376	330	557	167	310	290	241	217	98	40^	183	102						
										C	6.5	11	571	1649	279	217	88	810	227	426	407	376	330	557	167	310	290	241	217	98	40^	183	102						
										A	6.3	11	558	1740	259	220	116	824	234	449	392	353	334	573	186	325	290	219	222	114	44^	229	126						
										A	6.7	11	594	1700	285	231	117	841	259	463	411	350	329	569	186	321	298	231	215	91^	35^	199	104^						
HUNTER SAT 10.00P 60 NBC 7 9										A	16.3	32	1444	1671	304	222	67	830	208	423	418	428	349	523	132	263	272	287	214	157	103	160	117						
										B	14.9	29	1318	1666	298	221	66	808	222	423	399	388	334	535	148	275	265	274	224	146	86	177	122						
										C	15.3	29	1357	1675	301	226	66	805	223	428	401	392	326	551	157	290	277	283	223	142	84	176	123						
										A	16.6	32	1471	1665	304	220	66	833	208	421	419	428	353	500	125	251	264	277	203	161	106	171	123						
										A	16.1	32	1426	1667	301	221	68	823	207	423	415	426	343	544	139	273	279	295	223	153	99	147	110						
IN THE HEAT OF THE NIGHT TUE 9.00P 60 NBC 5 6										A	13.7	22	1214	1625	240	176	61	807	181	382	381	424	368	623	134	293	292	346	292	102	37^	94	60						
										B	16.3	26	1441	1641	267	188	57	828	165	380	404	450	373	639	137	303	310	357	286	82	33	92	58						
										C	16.5	26	1465	1637	269	188	57	826	166	377	399	447	374	638	137	299	305	353	288	82	34	90	56						
CONT'D																																							

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

MAY 2-8, 1988

PROGRAM NAME DAYTIME DUR NET NO. #STNS CVG% TYPE OF										KEY	HOUSEHOLD AUDIENCES AVG. AUD. SH % AVG. AUD. 0,000		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
													TOTAL WORKING LOH				W O M E N					M E N					T E E N S		CHILDREN				
													PERS	WOMEN	18-49		18- 18- W/CH	18- 18- 25- 35-	18- 18- 25- 35-	18- 18- 25- 35-	TOT. 12- 12-	TOT. 2- 6-											
											(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11			
EVENING CONT'D																																	
IN THE HEAT OF THE NIGHT-CONT'D																																	
9.00 - 9.30										A	13.4	21	1187	1633	245	177	59	826	180	378	381	431	391	611	121	274	277	346	296	98	36^	97	60
9.30 - 10.00										A	13.9	22	1232	1630	238	176	64	795	183	389	384	422	349	639	147	312	309	348	291	105	37^	91	60
JAKE AND THE FATMAN(R)										A	11.3	18	1001	1521	300	187	77	836	168	338	359	403	430	528	94	204	210	245	293	67	27^	88	62^
WED 9.00P 60 CBS 7										B	12.2	20	1085	1597	269	175	61	828	162	358	379	425	406	584	120	255	266	299	283	80	30^	106	66
210 99 OP 8										C	12.4	20	1099	1600	270	180	64	816	168	362	377	416	393	583	123	257	266	298	279	82	31	120	75
9.00 - 9.30										A	10.7	17	948	1541	298	182	72	841	161	332	352	409	440	532	97	203	206	247	296	69	25^	98	70
9.30 - 10.00										A	11.8	19	1045	1515	305	192	82	839	177	347	368	401	425	530	93	207	215	246	293	66	29^	80	54^
JUST IN TIME										A	11.4	18	1010	1506	301	258	112	688	318	489	424	276	158	526	268	394	363	216	95	139	84	154	83
WED 9.30P 30 ABC 5										B	11.4	18	1006	1521	340	281	109	713	321	498	449	298	169	498	231	361	338	224	96	150	87	160	99
216 99 CS 5										C	11.4	18	1006	1521	340	281	109	713	321	498	449	298	169	498	231	361	338	224	96	150	87	160	99
JUST THE TEN OF US										A	17.9	29	1586	1629	312	263	113	712	331	480	399	266	194	376	186	288	240	156	77	243	146	297	194
TUE 8.30P 30 ABC 2										B	19.1	31	1688	1663	304	262	116	708	328	498	421	274	172	391	194	297	249	164	73	241	139	323	209
218 99 CS 2										C	19.1	31	1688	1663	304	262	116	708	328	498	421	274	172	391	194	297	249	164	73	241	139	323	209
KATE & ALLIE(R)										A	11.2	19	992	1446	328	245	68	881	237	412	392	364	419	377	109	183	154	137	180	81	50^	106	65
MON 8.00P 30 CBS 6										B	12.7	21	1122	1495	323	246	75	954	266	434	399	350	369	422	122	205	195	184	185	86	59	133	73
212 99 CS 19										C	14.0	21	1239	1546	336	252	76	864	261	436	405	370	375	459	135	225	220	207	201	90	60	133	80
KNOTS LANDING										A	15.6	26	1382	1544	328	258	67	923	285	481	444	406	385	426	158	241	224	180	155	87	46	108	78
THU 10.00P 60 CBS 5										B	16.3	28	1446	1559	348	281	79	923	308	508	470	396	363	426	164	246	219	175	153	97	54	112	72
210 99 GD 28										C	15.8	27	1402	1549	370	296	84	927	319	527	474	396	346	430	170	261	236	181	140	90	51	102	64
10.00 - 10.30										A	15.2	25	1347	1559	326	259	66	923	274	475	443	415	387	435	159	245	232	189	157	91	49	111	78
10.30 - 11.00										A	16.0	27	1418	1529	330	257	68	924	295	487	444	397	383	417	157	236	217	171	154	83	44^	105	79
L.A. LAW										A	20.2	34	1790	1569	318	269	115	757	301	501	474	336	210	638	272	448	423	277	158	88	43	86	49
THU 10.00P 60 NBC 6										B	17.4	29	1540	1513	331	274	107	749	286	511	480	349	194	574	237	392	371	258	147	94	50	96	50
213 99 GD 26										C	18.3	31	1624	1572	336	272	103	784	295	509	476	367	225	603	233	399	376	287	164	97	54	88	47
10.00 - 10.30										A	20.2	33	1790	1579	316	269	113	756	303	498	468	332	213	632	270	443	418	269	158	90	43	100	60
10.30 - 11.00										A	20.3	35	1799	1552	318	267	117	753	297	502	477	340	205	640	272	451	426	284	157	87	43	71	37
MACGYVER										A	13.3	22	1178	1664	265	180	64	746	196	394	379	387	296	606	184	327	341	299	224	115	42^	198	118
MON 8.00P 60 ABC 6										B	12.6	21	1118	1655	262	193	59	734	188	382	370	369	302	598	164	318	330	302	225	134	48	189	121
219 99 A 25										C	12.9	20	1143	1689	259	198	64	725	191	379	361	362	298	648	197	357	348	318	233	136	58	180	108
8.00 - 8.30										A	12.1	21	1072	1625	261	177	59^	739	188	381	368	380	303	592	166	311	328	297	229	111	43^	183	117
8.30 - 9.00										A	14.6	24	1294	1685	266	181	68	746	201	402	386	389	289	613	197	338	349	299	219	117	41^	209	118
MARRIED...WITH CHILDREN(R)										A	5.3	9	470	1923	333	293	118^	722	385	565	436	260	117^	693	383	585	464	290	62^	244	147	264	170
SUN 8.30P 30 FOX 7										B	5.5	9	484	1834	315	283	119	696	394	542	399	225	129	664	384	563	458	258	65^	203	112	271	181
126 87 CS 29										C	4.7	7	416	1906	322	289	109	682	379	537	418	245	115	688	410	584	455	248	73	229	104	307	203
MATLOCK										A	16.1	27	1426	1602	279	190	46	920	130	335	379	463	515	543	75	171	192	263	333	61	25^	78	45
TUE 8.00P 60 NBC 7										B	16.4	27	1457	1633	270	181	44	892	125	336	366	454	490	574	90	211	226	286	316	73	37	94	56
CONT'D																																	

22 PROGRAM AUDIENCE ESTIMATES (Alpha)

MAY 2-8, 1988

PROGRAM NAME DAYTIME DUR NET NO. #STNS CVG% TYPE T/C										KEY	HOUSEHOLD AUDIENCES AVG. SH. AVG. AUD. % AUD. 0,000		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
													TOTAL WORKING LOH				WOMEN					MEN					TEENS		CHILDREN				
													TOTAL PERS	WOMEN	18-49	18-49 W/CH	18-	18-	25-	35-	35+	18-	18-	25-	35-	35+	TOT. 12-	FEM. 12-	TOT. 2-	TOT. 6-			
													(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11	
EVENING CONT'D																																	
MATLOCK-CONT'D																																	
		206	99	GD	29	C	17.4	27	1544	1637	258	170	48	887	129	321	355	445	496	592	98	225	238	298	322	67	33	91	53				
	8.00 - 8.30					A	15.2	26	1347	1578	268	181	42^	914	118	315	365	459	524	538	67	157	177	259	343	57	22^	69	38^				
	8.30 - 9.00					A	17.0	28	1506	1623	288	198	48	925	140	353	392	466	507	547	83	184	205	267	325	65	28^	86	52				
MAX HEADROOM																																	
THU	8.00P	60	ABC	2		A	4.8	9	425	1600	261	196	93^	651	270	398	347	281	213	625	311	457	417	252	135^	138^	52^	185	114^				
	210	99	A	2		B	4.8	8	421	1606	252	191	88^	660	256	387	343	278	227	590	300	448	386	234	115	129	49^	227	155				
	8.00 - 8.30					C	4.8	8	421	1606	252	191	88^	660	256	387	343	278	227	590	300	448	386	234	115	129	49^	227	155				
	8.30 - 9.00					A	5.0	9	443	1595	266	195	92^	673	263	397	348	304	232	627	293	435	403	265	152	134^	56^	161	96^				
						A	4.6	8	408	1605	255	196	93^	628	277	398	346	256	194	623	330	482	432	239	117^	143^	48^	210	133^				
MIAMI VICE																																	
FRI	10.00P	60	NBC	7		A	14.8	26	1311	1720	285	236	102	684	262	475	445	346	159	685	274	501	459	339	141	173	53	178	113				
	207	99	OP	7		B	12.8	23	1134	1672	291	248	100	692	283	495	441	328	154	640	275	458	398	297	143	163	72	177	114				
	10.00 - 10.30					C	12.8	23	1134	1672	291	248	100	692	283	495	441	328	154	640	275	458	398	297	143	163	72	177	114				
	10.30 - 11.00					A	14.6	26	1294	1722	287	238	106	685	266	481	443	344	158	677	265	486	453	337	145	172	57	188	121				
						A	15.0	27	1329	1717	283	234	98	684	259	470	447	348	160	692	283	515	465	341	137	174	48	168	107				
MIAMI VICE SPECIAL(S,R)																																	
FRI	9.00P	60	NBC			A	11.6	21	1028	1710	280	216	99	725	238	450	418	354	223	625	246	416	379	282	170	182	63	177	111				
	9.00 - 9.30					A	10.9	20	966	1712	281	211	99	738	228	442	418	365	237	630	248	411	377	278	180	169	55^	174	106				
	9.30 - 10.00					A	12.3	22	1090	1708	280	221	99	713	246	457	418	345	210	622	243	420	381	285	161	193	70	180	115				
MR. BELVEDERE																																	
FRI	9.00P	30	ABC	7		A	10.7	19	948	1715	262	202	97	809	245	458	410	359	324	424	137	242	242	209	145	163	90	319	203				
	199	94	CS	10		B	11.2	20	992	1710	274	213	101	759	254	432	392	324	291	426	165	267	246	191	130	185	113	339	223				
						C	11.3	20	1004	1718	275	218	99	749	256	437	396	326	275	425	162	265	248	194	130	189	115	355	238				
MOONLIGHTING(R)																																	
TUE	9.00P	60	ABC	6		A	11.9	19	1054	1530	342	315	111	716	363	519	426	246	169	430	258	349	288	135	62	206	116	178	107				
	219	99	PD	24		B	14.3	23	1268	1598	346	313	117	726	384	562	464	262	135	455	262	376	314	160	59	216	119	201	130				
	9.00 - 9.30					C	17.8	27	1575	1673	372	332	129	774	414	602	503	282	138	489	277	401	336	181	64	204	116	206	132				
	9.30 - 10.00					A	12.1	19	1072	1548	329	299	115	711	358	511	422	246	170	406	248	332	272	124	58^	217	126	213	133				
						A	11.7	18	1037	1511	356	331	107	721	367	527	431	245	167	454	268	366	305	147	65	195	106	141	81				
MURDER, SHE WROTE																																	
SUN	8.00P	60	CBS	7		A	18.3	32	1621	1562	291	168	33^	859	120	303	326	432	495	600	97	216	226	306	339	50	26^	54	34^				
	212	99	SM	33		B	18.8	31	1662	1606	307	187	36	886	129	320	356	448	494	606	94	219	247	306	332	46	22	69	42				
	8.00 - 8.30					C	20.0	30	1771	1609	313	198	40	897	133	330	364	453	495	593	95	222	246	304	321	52	25	68	41				
	8.30 - 9.00					A	17.7	32	1568	1545	281	164	36^	851	119	298	320	425	495	595	91	214	223	303	343	43	23^	56	33^				
						A	18.9	31	1675	1578	299	171	30^	865	121	307	332	439	495	604	102	218	230	310	335	57	28^	52	35^				
NBC MONDAY NIGHT MOVIES																																	
MON	9.00P	120	NBC	5		A	19.7	31	1745	1608	313	254	83	800	278	511	482	395	223	541	201	353	329	269	142	124	64	143	88				
	200	98	FF	28		B	15.0	24	1327	1594	292	224	71	817	225	462	454	429	293	546	165	311	306	274	192	109	59	123	75				
	9.00 - 9.30					C	16.6	26	1468	1643	324	256	82	844	269	494	457	406	292	509	169	308	291	255	164	142	78	148	92				
THE TAKING OF FLIGHT 847																																	
	9.00 - 9.30					A	17.6	27	1559	1593	307	252	81	800	261	495	462	391	244	483	176	293	277	227	143	136	81	174	102				
CONT'D																																	

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

24 PROGRAM AUDIENCE ESTIMATES (Alpha)

MAY 2-8, 1988

PROGRAM NAME DAYTIME #STNSCVG%TYPE						KEY	HOUSEHOLD AUDIENCES AVG. AUD. % SH % AVG. AUD. 0,000		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																							
									TOTAL WORKING LOH				WOMEN					MEN					TEENS		CHILDREN							
									PERS	WOMEN	18-49	18- W/CH	18-	18-	25-	35-	18-	18-	25-	35-	TOT.	FEM.	TOT.	TOT.								
									(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	12- 17	12- 17	2- 11	6- 11				
EVENING CONT'D																																
NBC MONDAY NIGHT MOVIES-CONT'D																																
9.30 - 10.00									A	19.7	30	1745	1603	304	245	79	787	275	500	472	384	222	533	197	342	321	262	146	126	66	157	101
10.00 - 10.30									A	20.9	33	1852	1623	314	254	86	800	287	521	490	399	211	558	210	372	345	282	140	124	59	141	90
10.30 - 11.00									A	20.6	34	1825	1611	326	264	87	811	288	527	499	406	217	581	218	396	364	297	140	113	52	106	64
NBC SUNDAY NIGHT MOVIE									A	19.4	31	1719	1840	327	294	103	754	313	542	477	352	162	764	354	598	514	347	129	170	80	151	82
SUN 9.00P 120 NBC 7									B	15.7	25	1388	1658	325	257	80	792	261	476	445	382	260	591	234	395	357	273	161	143	78	131	81
203 99 FF 29									C	16.5	26	1458	1720	334	272	88	790	304	506	451	355	233	629	260	429	388	288	156	161	86	140	91
SOMETHING IS OUT THERE, PT. 1									A	18.3	29	1621	1878	326	288	109	768	306	536	479	362	181	760	363	588	513	332	133	187	86	163	91
9.00 - 9.30									A	20.0	31	1772	1856	322	294	101	758	306	537	476	358	171	768	350	594	517	352	134	178	88	152	82
9.30 - 10.00									A	20.1	32	1781	1826	330	298	102	745	317	544	475	346	151	762	351	603	519	353	122	166	78	153	84
10.00 - 10.30									A	19.2	32	1701	1801	328	297	101	747	324	551	480	343	146	767	353	607	506	352	128	151	67	135	72
10.30 - 11.00																																
NEW HART									A	13.4	21	1187	1543	341	274	84	777	289	485	458	339	245	497	190	322	321	230	133	114	53^	155	104
MON 9.00P 30 CBS 5									B	14.0	22	1244	1589	349	284	96	795	301	503	456	336	254	534	190	342	339	259	152	108	56	153	96
212 99 CS 29									C	16.2	24	1433	1606	357	287	98	830	301	490	459	350	289	538	196	342	329	255	165	101	56	136	85
NIGHT COURT									A	21.7	35	1923	1624	320	276	113	727	310	495	466	304	188	579	257	422	383	255	128	150	81	168	98
THU 9.30P 30 NBC 1									B	21.7	35	1923	1624	320	276	113	727	310	495	466	304	188	579	257	422	383	255	128	150	81	168	98
206 99 CS 1									C	21.7	35	1923	1624	320	276	113	727	310	495	466	304	188	579	257	422	383	255	128	150	81	168	98
OHARA(R)									A	6.3	12	558	1595	247	168	43^	762	109^	297	331	397	404	569	84^	214	225	321	301	108^	47^	156	96^
SAT 9.00P 60 ABC 7									B	7.6	14	672	1668	283	199	52	794	158	369	385	426	362	611	136	303	307	335	258	82	34^	180	113
200 97 OP 14									C	8.3	14	733	1688	289	212	58	790	165	384	400	423	344	639	147	331	337	346	256	88	38	171	115
9.00 - 9.30									A	5.6	11	496	1577	249	171	36^	758	103^	294	329	399	402	559	70^	193	220	325	309	99^	38^	160	106^
9.30 - 10.00									A	6.9	13	611	1633	249	167	49^	776	116	304	337	401	411	584	96^	234	232	323	299	116	55^	156	90^
OUR HOUSE									A	7.1	15	629	1715	249	197	34^	809	187	395	376	392	362	532	136	251	227	262	237	184	83^	190	148
SUN 7.00P 60 NBC 6									B	7.8	15	694	1643	274	208	41^	774	190	372	355	357	345	486	145	252	234	229	200	159	95	224	168
202 99 GD 29									C	11.0	18	977	1800	322	259	65	806	238	437	413	366	315	563	189	336	315	273	181	168	92	263	185
7.00 - 7.30									A	6.7	15	594	1688	240	188	36^	812	185	390	370	380	367	539	139	247	223	256	245	175	75^	162	122
7.30 - 8.00									A	7.6	15	673	1717	253	203	32^	797	187	395	377	397	353	520	132	250	227	264	227	189	88^	211	168
PERFECT STRANGERS									A	9.8	20	868	1684	273	212	104	845	258	452	444	360	332	448	180	262	240	179	155	95	52^	297	188
FRI 8.00P 30 ABC 7									B	11.4	22	1008	1634	274	211	88	788	247	412	394	325	324	462	169	278	260	215	149	130	79	254	158
212 99 CS 10									C	11.9	22	1052	1665	279	218	94	789	257	427	409	330	307	460	170	276	261	213	147	135	81	281	177
PRESIDENTIAL PORTRAIT									A	12.6	20	1116	1540	327	248	85	868	259	463	452	402	335	482	158	262	272	221	171	73	39	117	73
MON&THU 9.58P 1 CBS 16									B	12.7	21	1129	1557	311	238	76	827	248	445	429	387	326	507	168	284	274	237	184	92	44	131	76
210 98 DO 77									C	13.0	21	1149	1579	319	239	73	846	239	440	426	399	346	528	162	289	279	257	201	91	45	114	70
TUE 10.00P 1																																
9.30 - 10.00									A	11.4	18	1010	1512	328	257	81	848	265	454	441	372	331	475	171	266	274	213	163	76	37^	114	74
10.00 - 10.30									A	15.0	24	1329	1583	324	235	90	900	251	478	469	448	342	491	138	255	269	232	184	70	42^	122	72

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

26 PROGRAM AUDIENCE ESTIMATES (Alpha)

MAY 2-8, 1988

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING LOH				W O M E N					M E N					T E E N S		CHILDREN									
								PERS	WOMEN		18-49		18- W/CH	18- 49	25- 54	35- 64	55+ 65+	18- 34	18- 49	25- 54	35- 64	55+ 65+	18- 34	18- 49	25- 54	35- 64	55+ 65+	TOT. 12- 17	FEM. 12- 17	TOT. 2- 6	TOT. 6- 11		
#STNS	CVG%	TYPE						(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11						
EVENING CONT'D																																	
REMEMBERING MARILYN(S) SUN 8.00P 60 ABC 214 99 DO										A	8.3	14	735	1604	265	207	72^	702	203	432	429	382	210	602	228	392	371	290	148	95	57^	205	121
8.00 - 8.30										A	7.4	13	656	1658	248	193	75^	684	209	420	420	365	200	600	238	398	375	286	139	101	59^	273	154
8.30 - 9.00										A	9.2	15	815	1561	280	219	71^	717	199	442	435	396	217	604	220	388	367	293	156	90	55^	150	94
ST. ELSEWHERE WED 10.00P 60 NBC 204 99 GD 19										A	12.8	22	1134	1441	304	246	99	827	253	480	494	429	278	470	160	299	277	237	147	63	45^	81	47^
10.00 - 10.30										B	13.1	23	1156	1482	315	245	94	841	259	482	490	432	287	494	172	307	280	251	156	66	41	81	48
10.30 - 11.00										C	13.5	23	1195	1503	331	266	114	838	306	527	505	403	248	510	203	339	316	236	139	80	50	76	42
										A	12.6	21	1116	1490	302	247	98	846	256	489	496	437	293	472	162	296	273	234	148	75	54^	97	55^
										A	12.9	23	1143	1404	308	248	101	814	252	474	496	424	266	471	158	305	284	241	146	51^	37^	67	41^
SIMON & SIMON(R) THU 9.00P 60 CBS 208 98 PD 18										A	9.8	16	868	1540	263	192	63^	836	178	374	375	419	393	518	138	230	265	234	208	88	34^	99	54^
9.00 - 9.30										B	11.9	19	1051	1600	273	202	65	802	194	392	393	394	350	571	159	288	288	277	231	97	37	131	86
9.30 - 10.00										C	12.5	19	1107	1630	281	203	68	820	200	404	400	402	356	572	166	304	304	283	218	99	46	139	86
										A	9.2	15	815	1544	247	175	62^	826	167	361	365	423	399	533	137	233	268	238	220	88	31^	97	50^
										A	10.3	17	913	1551	279	208	66^	852	189	389	387	420	392	509	141	230	264	233	199	89	36^	102	58^
60 MINUTES										A	16.4	34	1453	1524	262	169	38^	760	125	278	297	350	433	691	136	308	318	348	339	33^	13^	40^	24^
SUN 7.00P 60 CBS 213 99 DN 34										B	18.1	35	1607	1559	282	188	37	790	140	303	321	367	429	692	150	303	327	332	329	37	13^	41	21^
7.00 - 7.30										C	20.4	34	1808	1558	282	190	41	772	147	299	317	355	412	697	161	321	335	336	321	39	16	50	27
7.30 - 8.00										A	15.7	34	1391	1524	253	163	39^	754	128	272	287	337	437	692	133	296	304	345	353	32^	11^	46	27^
										A	17.1	34	1515	1524	271	175	37^	765	122	284	307	363	430	690	138	320	331	351	326	34^	14^	35^	20^
SLAP MAXWELL FRI 9.30P 30 ABC 206 96 CS 1										A	6.9	12	611	1607	270	168	66^	771	182	377	387	376	338	474	162	272	300	241	147	129	66^	233	145
										B	6.9	12	611	1607	270	168	66^	771	182	377	387	376	338	474	162	272	300	241	147	129	66^	233	145
										C	6.9	12	611	1607	270	168	66^	771	182	377	387	376	338	474	162	272	300	241	147	129	66^	233	145
SMOTHERS BROS COMEDY HOUR WED 8.00P 60 CBS 211 99 GV 6										A	9.9	17	877	1596	258	174	49^	789	154	328	345	380	394	625	133	291	297	322	283	60^	29^	122	88
8.00 - 8.30										B	9.9	16	877	1614	264	183	49	788	156	338	363	373	385	621	131	305	332	331	258	67	31^	139	92
8.30 - 9.00										C	9.9	16	877	1614	264	183	49	788	156	338	363	373	385	621	131	305	332	331	258	67	31^	139	92
										A	9.4	16	833	1570	245	162	47^	793	143	312	334	377	415	622	127	278	291	319	286	45^	28^	111	78
										A	10.4	17	921	1620	269	185	51^	786	164	343	355	382	375	628	139	303	302	325	279	74	31^	132	97
SPENSER: FOR HIRE SAT 10.00P 60 ABC 214 99 PD 14										A	9.3	18	824	1667	297	210	81	802	231	414	410	380	332	600	173	330	308	310	228	112	50^	152	92
10.00 - 10.30										B	9.5	18	840	1664	296	217	74	803	211	420	408	410	326	610	169	331	328	319	228	107	46	143	92
10.30 - 11.00										C	10.5	20	932	1686	305	231	80	798	216	433	418	407	312	629	178	352	357	331	219	116	54	144	96
										A	8.9	17	789	1712	293	206	76^	809	226	404	405	381	350	606	171	333	304	312	236	130	60^	167	103
										A	9.7	19	859	1625	301	214	86	795	236	423	413	378	315	595	175	327	311	309	220	96	41^	139	81
SPORTSBREAK-SAT SAT 9.58P 1 CBS 208 99 SN 33										A	7.8	15	691	1731	332	291	118	725	287	463	400	306	223	705	322	520	505	299	139	139	40^	162	111
										B	8.9	17	791	1721	307	247	97	751	251	454	438	359	235	689	241	442	443	341	192	129	50	153	95
										C	8.6	15	759	1693	300	231	74	784	227	420	413	371	304	661	210	386	390	328	219	109	45	139	85
SPORTSBREAK-SUN CONT'D										A	9.0	14	797	1478	269	160	38^	706	130	239	256	332	405	682	120	269	301	357	359	66^	30^	24^	16^

PROGRAM NAME DAYTIME DUR NET NO. OF #STNS CVG% TYPE T/C										KEY		HOUSEHOLD AUDIENCES AVG. AUD. SH. % AVG. AUD. 0,000		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
														TOTAL WORKING LOH				WOMEN					MEN					TEENS		CHILDREN		
														PERS	WOMEN	18-49	18- W/CH	18-	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	12- 17	12- 17	TOT. 2- 11
EVENING CONT'D																																
SPORTSBREAK-SUN-CONT'D																																
SUN	9.57P	1	CBS	7	B	17.5	27	1547	1697	334	238	54	841	224	434	426	425	339	679	177	352	358	349	267	88	38	88	55				
	212	99	SN	33	C	17.3	27	1529	1664	341	247	61	872	224	448	445	440	355	619	158	316	320	326	250	84	40	89	56				
SUPER BLOOPERS & JOKES(S)																																
SUN	8.00P	60	NBC		A	13.1	23	1161	1890	324	286	90	761	304	543	491	352	178	660	288	502	433	308	128	242	104	226	154				
	201	99	CV																													
	8.00 - 8.30				A	12.0	22	1063	1858	316	281	76	769	295	532	482	354	196	633	268	467	404	299	137	229	97	227	162				
	8.30 - 9.00				A	14.2	24	1258	1916	330	290	101	755	311	552	498	351	162	683	304	531	458	316	120	253	110	225	148				
THIRTYSOMETHING																																
TUE	10.00P	60	ABC	6	A	11.2	19	992	1447	357	327	129	792	419	622	547	305	133	446	260	358	345	163	58^	128	77	82	46^				
	216	99	GD	25	B	12.7	22	1122	1479	349	315	128	777	424	614	529	284	132	449	251	368	331	175	57	132	85	121	67				
	10.00 - 10.30				C	13.4	23	1185	1546	361	323	148	811	452	643	544	289	134	486	265	391	352	192	65	125	76	124	70				
	10.30 - 11.00				A	11.3	18	1001	1464	357	331	126	784	420	614	527	294	139	447	265	365	343	156	56^	140	86	94	54^				
					A	11.2	19	992	1418	353	320	130	793	414	623	563	312	127	442	252	348	343	167	61^	115	67	68	37^				
TOUR OF DUTY(R)																																
SAT	9.00P	60	CBS	6	A	8.1	15	718	1770	298	249	87^	683	264	422	382	305	209	756	301	552	542	360	156	165	49^	166	122				
	208	99	GD	8	B	8.7	16	771	1809	273	230	84	688	243	442	411	326	197	741	279	522	505	371	166	168	56	212	150				
					C	9.0	16	794	1818	269	226	82	680	245	437	402	317	196	755	297	540	519	368	161	171	54	213	146				
	9.00 - 9.30				A	7.5	14	665	1819	292	239	85^	703	260	416	380	320	229	771	306	564	549	366	158	165	47^	181	126				
	9.30 - 10.00				A	8.6	16	762	1748	308	260	90	674	270	431	389	295	194	751	301	548	541	358	157	168	51^	155	120				
TRACEY ULLMAN SHOW(R)																																
SUN	10.00P	30	FOX	7	A	2.8	5	248	1497	300	296	61^	598	312	464	351	225^	111^	463	288	429	293	161^	31^	250^	127^	186^	131^				
	117	83	CS	10	B	3.2	5	280	1489	264	250	59^	579	303	438	332	208	127	549	306	457	354	221	73^	170	84^	190	133				
					C	3.2	5	284	1463	252	234	62^	583	304	439	332	209	128	532	287	442	347	219	72^	166	81^	182	129				
20/20																																
FRI	10.00P	60	ABC	7	A	10.9	19	966	1538	338	228	56^	796	164	378	414	426	352	539	126	276	315	293	200	79	34^	124	92				
	212	99	DN	32	B	11.9	22	1052	1551	304	211	73	804	196	402	427	418	336	540	140	299	320	297	189	85	46	123	80				
	10.00 - 10.30				C	12.5	23	1109	1599	300	220	81	802	226	430	434	400	307	599	176	344	358	304	199	86	43	110	71				
	10.30 - 11.00				A	10.9	19	966	1535	330	225	58^	786	169	373	405	409	349	531	131	271	312	282	196	86	38^	132	97				
					A	11.0	20	975	1527	344	229	54^	798	158	380	418	439	352	543	120	278	314	301	202	71	30^	115	86				
21 JUMP STREET(R)																																
SUN	7.00P	60	FOX	7	A	5.3	11	470	1827	320	278	101^	766	335	574	434	351	146	499	264	406	287	213	55^	289	178	273	161				
	130	87	OP	34	B	5.6	11	499	1742	343	290	106	704	359	534	421	293	125	555	319	452	337	216	74	223	130	259	161				
	7.00 - 7.30				C	5.6	9	493	1767	352	306	83	704	349	538	426	299	124	548	315	446	333	207	75	262	146	252	162				
	7.30 - 8.00				A	5.1	11	452	1778	317	271	103^	743	322	551	419	352	146	493	266	403	280	207	49^	268	169	275	158				
					A	5.5	11	487	1874	323	285	100^	787	347	595	448	350	146	505	263	409	292	219	59^	309	186	272	163				
227																																
SAT	8.30P	30	NBC	6	A	14.7	30	1302	1609	286	217	75	814	269	425	372	305	352	370	137	191	178	130	153	201	134	224	152				
	207	99	CS	29	B	14.1	27	1245	1656	284	222	82	816	271	438	380	314	340	410	153	230	202	161	154	179	115	251	173				
					C	16.1	28	1427	1728	311	244	74	858	262	438	390	341	375	452	158	257	232	189	166	163	103	255	173				
UNSOLVED MYSTERIES SPEC.(S)																																
FRI	8.00P	60	NBC		A	11.9	23	1054	1585	244	165	74	778	194	364	378	390	341	563	158	294	280	262	228	115	50^	130	95				
	205	97	SM																													
CONT'D																																

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

30 PROGRAM AUDIENCE ESTIMATES (Alpha)

MAY 2-8, 1988

PROGRAM NAME DAYTIME #STNSCVRG%TYPE						NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. SH % AVG. AUD. 0,000		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																							
										TOTAL WORKING LOH				WOMEN					MEN					TEENS		CHILDREN							
										PERS	WOMEN	18-49	18- W/CH	18-	18- 49	25- 54	35- 64	55+	18-	18- 49	25- 54	35- 64	55+	TOT. 12-17	FEM. 12-17	TOT. 2-6	TOT. 11						
EVENING CONT'D																																	
UNSOLVED MYSTERIES SPEC.-CONT'D																																	
8.00 - 8.30										A	11.3	23	1001	1556	247	161	75	777	193	355	372	390	347	541	145	271	253	254	228	117	56^	121	90
8.30 - 9.00										A	12.5	24	1108	1612	241	168	73	778	196	373	383	391	335	583	171	314	305	269	228	113	44^	138	99
VALERIE'S FAMILY										A	14.5	24	1285	1706	263	223	93	687	272	456	400	283	194	422	209	315	266	175	78	239	146	358	231
MON 8.30P 30 NBC 5										B	15.5	25	1372	1764	283	246	93	694	285	482	417	301	174	442	208	329	279	186	87	235	127	393	261
202 98 CS 24										C	16.7	25	1483	1854	318	273	97	747	316	517	443	311	189	454	209	340	291	198	92	248	126	404	270
WEREWOLF(R)										A	1.4	2	124	1441	343^	217^	45^	573	158^	342^	314^	339^	188^	557	276^	400^	381^	250^	99^	236^	89^	75^	28^
SUN 10.30P 30 FOX 2										B	1.4	2	120	1528	288^	211^	46^	577	187^	374^	313^	315^	163^	658	305^	470	425	302^	123^	203^	89^	90^	61^
89 72 SM 2										C	1.4	2	120	1528	288^	211^	46^	577	187^	374^	313^	315^	163^	658	305^	470	425	302^	123^	203^	89^	90^	61^
WEST 57TH										A	8.2	16	727	1603	291	241	80^	736	255	434	428	330	251	684	276	485	468	326	151	85^	24^	99	66^
SAT 10.00P 60 CBS 6										B	8.5	16	750	1592	300	241	75	741	223	431	429	362	250	684	220	433	443	356	188	77	26^	91	56
208 99 DN 30										C	7.8	15	692	1586	297	231	71	765	225	416	419	369	285	644	204	390	397	320	202	79	32^	98	58
10.00 - 10.30										A	8.5	16	753	1598	294	245	90	718	261	432	416	314	239	676	276	482	457	318	150	91	24^	113	82^
10.30 - 11.00										A	8.0	16	709	1589	284	234	69^	746	246	430	434	342	260	683	272	482	473	330	150	78^	23^	82^	49^
WHO'S THE BOSS?										A	18.7	32	1657	1581	318	266	99	736	314	466	400	274	222	386	173	267	225	162	100	213	129	246	159
TUE 8.00P 30 ABC 6										B	19.2	32	1700	1655	327	276	97	741	325	491	421	286	206	428	196	301	262	179	101	208	117	279	185
220 99 CS 29										C	20.9	33	1855	1750	341	289	100	762	336	513	435	297	206	468	216	332	288	200	103	217	119	303	205

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

MAY 2-8, 1988

PROGRAM NAME DAYTIME #STNSCVRG%TYPE						NO. OF T/C	KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
								AVG. AUD. %	SH %	AVG. AUD. 0,000	WORKING WOMEN		WOMEN					MEN					TEENS			CHILDREN																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
											18- 18+	49	TOTAL	34	49	25- 54	35- 64	55+	TOTAL	34	49	25- 54	35- 64	55+	MALE 12- 17	FEM. 12- 17	TOT. 12- 14	TOT. 2- 5	MALE 6- 11	FEM. 6- 11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
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A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

34 PROGRAM AUDIENCE ESTIMATES (Alpha)

MAY 2-8, 1988

PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		TEENS MALE FEM.		
									TOTAL PERS		WORKING WOMEN		W O M E N						M E N										
DAY	TIME	DUR	NET	NO. OF		AVG. AUD. %	SH %	AVG. AUD. 0,000			18- 49	25- 54	15- 24	TOTAL	18- 34	18- 49	21- 49	21- 54	25- 54	15- 24	TOTAL	18- 34	18- 49	21- 49	21- 54	25- 54	12- 17	12- 17	
LATE FRINGE																													
ABC NEWS:NIGHTLINE					A	5.4	15	478	1354	246	177	180	76	738	172	359	338	393	349	70^	533	168	305	281	329	301	29^	21^	
MON-FRI 11.30P 30 ABC 33					B	5.8	17	518	1378	261	189	194	65	719	188	366	351	404	365	64	564	184	328	301	352	331	25^	24^	
212 98 N 126					C	5.5	16	486	1395	253	183	190	65	713	182	359	341	399	361	64	579	182	325	302	360	333	25^	22^	
ABC WEEKEND REPORT-SAT.					A	1.7	6	151	1277	309^	151^	235^	7^	628	139^	280^	280^	388^	382^	52^	594	147^	356^	325^	421^	421^	44^	<<	
SAT 11.30P 15 ABC 7					B	1.9	7	172	1405	313	225	231	90^	684	210	394	382	451	394	87^	554	230	351	311	380	349	30^	50^	
139 75 N 32					C	2.0	6	181	1430	310	235	234	82^	718	202	397	377	437	393	76^	550	199	330	306	374	339	23^	42^	
ABC WEEKEND REPORT-SUN.					A	2.3	12	204	1475	408	279^	302^	113^	820	214^	438	433	539	452	31^	592	187^	339	330	424	401	<<	21^	
SUN 11.30P 15 ABC 7					B	2.2	9	195	1318	284	212	231	48^	678	176	368	367	440	403	67^	566	225	381	356	425	388	11^	19^	
149 81 N 32					C	2.1	9	189	1367	265	210	216	61^	653	177	357	347	414	376	68^	591	208	383	362	433	405	34^	25^	
CBS LATE NIGHT I					A	3.8	14	340	1340	288	210	207	83^	734	219	403	385	432	383	78^	505	214	331	317	356	305	25^	28^	
MON 11.30P 64 CBS 33					B	3.6	14	321	1329	276	208	211	71^	706	210	398	378	425	388	90	497	193	325	304	343	297	36^	26^	
168 83 FF 133					C	3.7	15	329	1373	282	216	222	80	743	216	407	381	434	396	75^	517	180	320	302	351	310	27^	27^	
TUE&THU 11.30P 66																													
WED 12.00M 65																													
FRI 12.00M 68																													
11.30 - 12.00					A	4.2	14	375	1355	269	198	204	69^	730	209	383	373	425	383	73^	522	188	311	290	326	281	15^	33^	

CONT'D

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

MAY 2-8, 1988

PROGRAM NAME DAYTIME#STNSDURNETNO. OF T/C						HOUSEHOLD AUDIENCES AVG. AUD. %SH%AVG. AUD. 0,000		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	TEENS MALE FEM.				
								TOTAL PERS		WORKING WOMEN		WOMEN						MEN											
								(2+)	18+	18-49	25-54	15-24	TOTAL	18-34	18-49	21-49	21-54	25-54	15-24	TOTAL	18-34	18-49	21-49	21-54			25-54		
LATE FRINGE CONT'D																													
CBS NEWS NIGHTWATCH-3-CONT'D																													
3.00 - 3.30						A	1.0	13	87	1279	324^	208^	238^	56v	739	242^	421	402	456	426	70v	412	135^	257^	257^	371^	332^	37v	28v
3.30 - 4.00						A	0.9	15	83	1244	308^	200^	229^	61v	765	264^	424	404	465	431	45v	383^	136^	242^	242^	355^	322^	12v	22v
4.00 - 4.30						A	0.9	16	82	1202	313^	193^	200^	67v	770	263^	408^	383^	440	403^	29v	360^	120^	214^	214^	317^	288^	<<	12v
4.30 - 5.00						A	0.9	17	80	1178	290^	171^	178^	71v	744	260^	381^	349^	413^	381^	21v	356^	109^	191^	191^	275^	254^	<<	17v
5.00 - 5.30						A	0.8	16	73	1170	245^	127^	153^	64v	723	270^	366^	343^	405^	365^	<<	355^	101v	175^	174^	252^	243^	<<	9v
5.30 - 6.00						A	0.8	14	71	1030	258^	121^	179^	32v	681	180^	292^	292^	380^	349^	17v	292^	106v	163^	163^	197^	180^	<<	9v
CBS SUNDAY NEWS						A	2.6	5	230	1371	206^	119^	105^	44v	688	138^	283	270^	285	254^	22v	649	153^	320	317	413	396	3v	<<
SUN 11.00P 15 CBS 7						B	3.0	6	265	1494	274	185	189	52^	779	141	348	334	377	347	48^	630	157	315	303	359	331	17v	18v
111 59 N 33						C	3.3	7	291	1465	289	208	214	54^	808	167	382	367	410	377	56^	565	133	284	270	314	286	25^	13v
DAVID LETTERMAN I						A	3.4	17	305	1280	284	246	239	94^	650	272	458	440	477	414	131	514	296	422	385	409	335	33^	26v
MON-FRI 12.30A 30 NBC 35						B	3.7	17	324	1337	272	231	204	117	634	261	427	390	421	358	151	566	308	438	395	428	347	45^	31^
205 99 GV 159						C	3.9	19	348	1384	284	241	211	122	663	284	448	404	441	381	160	588	330	460	408	438	356	44^	38^
DAVID LETTERMAN II						A	3.0	18	264	1243	271	231	225	85^	605	258	432	414	443	386	153	534	330	444	409	436	343	33^	24v
MON-FRI 1.00A 30 NBC 35						B	3.0	18	266	1313	270	232	196	122	612	264	422	386	408	340	167	570	335	453	408	440	348	49^	30^
205 99 GV 159						C	3.2	20	286	1367	282	243	206	129	645	296	451	406	437	372	177	594	364	481	423	454	360	44^	36^
FRIDAY NIGHT VIDEOS						A	2.3	15	204	1410	210^	184^	156^	135^	505	208^	383	354	363	329	199^	544	356	461	397	416	339	140^	96^
FRI 1.30A 60 NBC 7						B	2.7	17	238	1374	257	231	179	184	598	315	458	409	429	333	236	540	374	453	361	387	294	109^	62^
174 96 PC 32						C	2.7	18	237	1426	278	249	204	173	602	333	472	416	442	356	235	588	415	505	419	444	349	101^	63^
1.30 - 2.00						A	2.6	15	230	1422	216^	185^	165^	126^	526	218^	399	375	388	352	185^	534	348	462	403	419	347	141^	93^
2.00 - 2.30						A	2.0	15	177	1395	201^	182^	145^	147^	479	195^	361	326^	330^	299^	217^	556	366	460	389	412	329^	139^	99^
G MICHAELS SPORTS MACHINE						A	2.5	8	222	1453	229^	197^	179^	136^	547	211^	377	352	377	286^	207^	741	300	575	490	511	438	67v	21v
SUN 11.30P 15 NBC 7						B	2.2	7	195	1448	253	216	197	98^	612	213	394	379	403	339	201	689	338	511	435	465	382	62^	37v
84 55 SC 34						C	1.9	6	167	1486	279	232	231	94^	612	217	409	390	428	379	199	732	349	530	460	510	411	49^	42^
LATE SHOW-FOX						A	1.2	4	105	1313	300^	264^	237^	121^	583	275^	459	430	448	381	173^	564	340	500	466	484	360	52v	39v
MON-FRI 11.30P 60 FOX 35						B	1.2	4	104	1350	281	250	226^	121^	602	311	464	430	453	392	174^	553	362	487	408	431	363	59v	53v
103 80 GV 159						C	1.5	4	135	1450	287	256	224	151^	641	338	487	436	471	404	185^	597	369	495	415	443	368	64^	58^
11.30 - 12.00						A	1.3	4	115	1316	287^	248^	227^	122^	556	245^	422	392	412	346	189^	583	348	509	470	488	358	56v	42v
12.00 - 12.30						A	1.1	4	96	1286	311^	279^	245^	118^	605	305^	495	467	483	415	150^	532	324^	480	453	470	357	46v	35v
SATURDAY NIGHT						A	6.9	21	611	1515	329	275	273	96^	725	299	488	463	496	462	101^	523	261	416	384	405	372	72^	81^
SAT 11.30P 78 NBC 6						B	7.5	23	665	1487	288	236	225	131	640	274	441	405	439	389	137	566	287	440	394	421	372	95	77
200 99 GV 25						C	8.0	24	711	1566	308	260	234	147	668	311	481	439	474	413	153	607	314	482	434	471	414	98	86
11.30 - 12.00						A	8.3	22	735	1500	314	256	269	78^	718	264	459	445	484	452	99	537	263	411	383	405	363	55^	81^
12.00 - 12.30						A	6.4	20	567	1508	331	279	267	105^	710	310	492	462	492	458	95^	510	255	419	393	412	385	91^	79^
12.30 - 1.00						A	5.6	20	496	1510	349	303	285	122^	745	355	533	490	516	480	113^	497	261	407	354	374	352	77^	83^
TONIGHT SHOW						A	5.1	16	448	1320	253	201	214	73^	690	219	410	392	437	400	81	507	220	350	335	373	323	39^	25^
MON-FRI 11.30P 60 NBC 35						B	5.5	18	487	1363	265	208	207	88	700	214	403	375	422	379	95	531	212	340	318	357	306	41^	30^
CONT'D																													

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

MAY 2-8, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	T E E N S MALE FEM.		
									TOTAL PERS	WORKING WOMEN			W O M E N						M E N									
DAY	TIME	DUR	NET	NO. OF		AVG. AUD. %	SH %	AVG. AUD. 0,000	(2+)	18+	18- 49	25- 54	15- 24	TOTAL	18- 34	18- 49	21- 49	21- 54	25- 54	15- 24	TOTAL	18- 34	18- 49	21- 49	21- 54	25- 54	12- 17	12- 17
LATE FRINGE CONT'D																												
TONIGHT SHOW-CONT'D																												
	202	99	GV	156	C	6.0	20	535	1402	278	219	211	91	735	229	416	384	433	391	96	543	214	351	325	361	312	38^	32^
	11.30 - 12.00				A	5.7	16	505	1340	251	196	213	74	692	217	404	384	432	397	83	517	214	349	334	373	324	42^	27^
	12.00 - 12.30				A	4.4	17	393	1287	255	205	215	72^	685	221	417	401	442	401	79^	491	226	349	335	370	321	35^	24^

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

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40 PROGRAM AUDIENCE ESTIMATES (Alpha)

MAY 2-8, 1988

PROGRAM NAME DAYTIME DUR NET NO. #STNS CVG% TYPE T/C						KEY	HOUSEHOLD AUDIENCES AVG. SH. AVG. AUD. % 0,000		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																						
									LOH WORKING		WOMEN					MEN					TEENS		CHILDREN								
									18-49 W/CH	18- 49	18- 34	18- 49	25- 54	35- 64	55+	18- 34	18- 49	25- 54	35- 64	55+	12- 17	12- 17	2- 11	2- 11	6- 11						
MON-FRI EARLY MORNING																															
ABC WORLD NEWS-MORN-615A	MON-FRI	6.15A	15	ABC	35	A	1.4	14	128	53v	247^	186^	620	203^	383	354	349	210^	415	96^	280	318	302	81^	37v	17v	16v	17v	<<		
		136	82	N	160	B	1.5	14	129	56^	269	217	610	198	390	395	339	170^	447	116^	285	313	290	114^	13v	16v	12v	14v	12v		
						C	1.4	14	121	66^	273	219	626	170^	378	383	356	202^	484	142^	299	324	282	136^	18v	23v	12v	17v	13v		
ABC WORLD NEWS-MORN-645A	MON-FRI	6.45A	15	ABC	35	A	2.6	18	234	58^	282	221	616	237	364	363	273	218	452	121^	274	314	284	109^	25v	26v	20v	44^	32v		
		184	92	N	160	B	2.4	16	215	60^	292	225	621	221	384	400	296	194	452	112^	274	300	289	126	23v	26v	21v	36^	33^		
						C	2.2	16	197	66^	285	223	625	186	389	406	329	188	476	128^	268	299	281	147	36^	32v	21v	26v	31v		
BEFORE HOURS	MON-FRI	6.15A	15	NBC	35	A	0.9	10	76	67v	270^	175^	545	153^	360^	388^	361^	106v	413^	191^	275^	288^	166^	85v	64v	26v	<<	22v	<<		
		148	85	N	160	B	0.8	9	67	57v	303^	221^	564	148^	328^	355^	345^	169^	427	187^	272^	264^	168^	112^	58v	13v	15v	19v	20v		
						C	0.8	10	67	68v	305^	259^	611	164^	366^	366^	323^	206^	419	190^	260^	243^	142^	122^	37v	20v	15v	14v	19v		
CBS MORNING NEWS- 6:30AM	MON-FRI	6.30A	30	CBS	35	A	1.1	10	99	51v	262^	165^	593	97^	283^	341	384	223^	433	133^	180^	209^	207^	205^	14v	<<	<<	17v	<<		
		149	86	N	165	B	1.2	11	110	70^	237	147^	573	122^	303	340	378	186^	450	105^	209^	243	276	179^	13v	6v	19v	18v	20v		
						C	1.2	12	110	60^	259	146^	600	135^	292	330	360	237	426	99^	194^	206^	237	189^	19v	11v	26v	17v	27v		
CBS THIS MORNING-1	MON-FRI	7.30A	30	CBS	35	A	2.1	10	186	51^	189	130^	660	113^	289	313	318	314	499	86^	221	222	234	250	23v	19v	16v	20v	21v		
		202	98	N	115	B	2.2	11	198	48^	197	129	658	109^	282	303	343	327	450	81^	203	207	223	226	15v	11v	17v	17v	15v		
						C	2.2	11	197	45^	190	128^	655	115^	270	287	314	341	446	79^	202	207	219	219	20v	8v	20v	19v	25v		
CBS THIS MORNING-2						A	2.0	10	181	62^	133^	102^	690	111^	247	259	308	408	473	99^	228	223	225	219	14v	14v	7v	22v	11v		
MON-FRI	8.30A	30	CBS	35	B	2.3	10	200	45^	131	84^	684	107^	222	231	304	426	421	82^	179	175	181	223	9v	10v	21v	29v	22v			
	203	98	N	115	C	2.4	11	214	41^	144	88^	705	117^	232	250	311	428	403	71^	157	159	171	223	10v	9v	25v	26v	26v			
GOOD MORNING, AMERICA-730	MON-FRI	7.30A	30	ABC	35	A	4.4	21	390	55^	241	197	713	187	383	386	341	301	443	110	219	238	201	186	10v	9v	22v	21v	28^		
		216	99	N	159	B	4.3	20	379	48^	243	179	706	188	372	390	348	286	422	107	205	221	208	182	9v	7v	22^	28^	32^		
						C	4.3	21	378	56^	242	183	710	165	378	396	371	282	425	100	197	216	219	189	15v	7v	22^	24^	28^		
GOOD MORNING, AMERICA-830	MON-FRI	8.30A	30	ABC	35	A	4.4	21	388	60^	190	155	760	161	348	369	407	356	380	65^	162	190	200	170	4v	4v	30^	20v	29^		
		215	99	N	160	B	4.2	19	372	64^	190	150	750	173	355	379	381	344	362	75	160	175	191	166	7v	8v	28^	31^	34^		
						C	4.4	20	392	71	199	156	758	160	358	379	393	345	371	69	150	170	199	180	9v	7v	23^	26^	23^		
NBC NEWS AT SUNRISE	MON-FRI	6.00A	30	NBC	35	A	2.1	21	188	46^	287	204	636	126^	366	393	428	205	468	144^	269	299	246	147^	39v	38v	5v	27v	20v		
		199	98	N	160	B	2.0	20	180	41^	305	218	632	120^	349	381	415	217	495	130^	254	276	265	189	30v	27v	12v	26v	23v		
						C	2.0	20	177	63^	305	244	643	145	372	394	373	216	492	125^	232	253	244	209	23v	32v	14v	16v	21v		
TODAY SHOW-7.30AM	MON-FRI	7.30A	30	NBC	35	A	4.3	21	379	38^	224	168	724	121	363	374	409	328	457	103	207	196	218	230	7v	11v	22^	20v	30^		
		205	99	N	160	B	4.5	21	402	45^	215	156	698	120	324	342	391	329	466	97	211	218	238	223	11v	7v	23^	21^	27^		
						C	4.6	22	408	52^	217	159	685	128	323	345	371	316	475	106	221	226	232	227	16v	10v	23^	19^	27^		
TODAY SHOW-8.30AM	MON-FRI	8.30A	30	NBC	35	A	4.0	19	358	46^	164	120	763	118	306	315	387	417	374	73^	150	157	166	194	8v	5v	22v	9v	13v		
		205	99	N	160	B	4.4	20	389	44^	178	136	755	115	305	322	392	405	386	77	160	165	187	198	8v	6v	25^	15v	17^		
						C	4.7	21	420	55^	169	131	730	119	306	327	375	382	419	90	185	186	197	213	10v	8v	20^	17^	17^		

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

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42 PROGRAM AUDIENCE ESTIMATES (Alpha)

MAY 2-8, 1988

PROGRAM NAME DAYTIME #STNS CVG% TYPE T/C						K E Y	HOUSEHOLD AUDIENCES AVG. AUD. % SH % AVG. AUD. 0,000			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
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										18-49 W/CH W/CH	18- 18+	49	15- 24	TOTAL	18- 34	49	25- 49	25- 54	35- 64	55+	TOTAL	55+	MALE 12- 17	FEM. 12- 17	TOT. 15- 17	MALE 2- 11	FEM. 2- 11	TOT. 5- 11	TOT. 6- 11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
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A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

44 PROGRAM AUDIENCE ESTIMATES (Alpha)

MAY 2-8, 1988

PROGRAM NAME						KEY	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
DAY	TIME	DUR	NET	NO. OF			AVG. AUD.	AVG. SH. %	LOH WORKING		W O M E N								M E N		T E E N S			C H I L D R E N					
#STNS	CVG%	TYPE	T/C				%	%	18-49	WOMEN	15-	18-	18-	25-	25-	35-			TOTAL	55+	MALE	FEM.	TOT.	MALE	FEM.	TOT.	TOT.		
									W/CH	18+	24	TOTAL	34	49	49	54	64	55+			12-	12-	15-	2-	2-	2-	6-		
									<3	18+	49										17	17	17	11	11	5	11		
MONDAY-FRIDAY DAYTIME CONT'D																													
GUIDING LIGHT-CONT'D						A	5.4	21	480	105	172	138	135	939	223	437	336	369	386	470	273	132	15v	44^	41^	26^	46^	48^	24^
3.00 - 3.30						A	5.4	19	480	93	191	154	137	912	215	422	336	373	377	453	262	120	17v	70^	59^	27^	52^	48^	31^
3.30 - 4.00																													
HOME MON-FRI 11.30A 30 ABC 35						A	2.3	11	207	168	197	180	102^	822	367	558	473	494	313	243	283	69^	9v	25v	21v	53^	43^	77^	19v
177 88 1A 80						B	2.5	11	219	143	232	203	95^	782	326	522	438	482	346	217	260	63^	16v	30^	20v	56^	57^	69^	45^
						C	2.6	11	231	151	243	207	98^	798	315	528	444	489	368	224	255	66^	18v	28v	22v	49^	53^	70^	33^
LOVING MON-FRI 12.30P 30 ABC 35						A	3.7	15	331	165	233	220	131	847	429	591	475	510	291	222	228	59^	15v	24v	23v	39^	34^	44^	29^
179 89 DD 158						B	3.9	15	343	141	234	220	127	832	395	573	464	507	318	216	220	55^	15v	35^	28^	50^	58^	54^	53^
						C	4.2	15	369	145	243	222	141	839	388	575	454	494	329	224	239	60^	18^	38^	31^	69^	53^	78	43^
NBC NEWS DIGEST-DAYTIME MWF 2.57P 1 NBC 21						A	4.2	16	369	77^	143	135	149	805	240	433	325	372	351	325	204	92^	19v	79^	56^	33^	44^	41^	36^
191 94 N 95						B	4.2	15	373	74	172	148	164	837	259	458	337	393	388	323	230	84	30^	73	63^	43^	63^	61^	46^
						C	4.6	15	408	74	191	166	154	836	252	451	339	394	376	330	286	101	28^	78	58^	30^	47^	44^	33^
NEW CARD SHARKS MON-FRI 10.30A 30 CBS 35						A	2.6	13	230	79^	71^	47^	32v	734	151	304	272	311	360	390	435	274	6v	12v	6v	42^	57^	73^	26v
156 76 QP 160						B	2.9	13	253	67^	104	77^	40^	696	152	294	260	303	338	360	412	231	24v	25v	19v	55^	72^	64^	63^
						C	3.1	13	273	75^	134	97	57^	707	176	316	266	322	334	334	431	245	23v	24v	17v	70^	70^	82^	58^
NEWSBREAK-11.57						A	4.2	19	370	93	117	83^	76^	751	185	321	251	293	292	389	428	237	9v	13v	14v	35^	50^	59^	26^
MON-FRI 11.57A 2 CBS 35						B	4.6	20	410	75	120	91	64	737	162	310	255	293	304	389	406	219	18^	22^	18^	51^	69	68	52^
172 79 N 159						C	5.2	21	461	65	164	121	70	748	176	318	256	304	308	382	417	215	18^	22^	16^	52^	61	68	46^
NEWSBREAK-3.44 MON 3.38P 1 CBS 35						A	4.6	17	406	103	187	153	130	917	220	403	321	354	350	480	283	141	17v	67^	55^	27^	44^	39^	32^
193 92 N 159						B	5.0	18	446	108	198	166	124	890	233	408	322	355	348	449	263	133	18^	65	48^	35^	56^	43^	48^
TUE&FRI 3.43P 1						C	5.2	17	465	94	194	147	117	894	235	412	322	368	375	435	260	120	18^	49^	38^	35^	55	44^	46^
WED 3.39P 1																													
THU 3.42P 1																													
ONE LIFE TO LIVE MON-FRI 2.00P 60 ABC 35						A	6.8	26	606	152	206	176	127	850	374	559	451	509	350	232	214	81	11v	32^	23^	28^	45^	50^	23^
218 99 DD 156						B	6.9	25	614	154	210	181	150	863	377	565	439	499	355	238	214	77	17^	44	33^	41^	70	67	44
2.00 - 2.30						C	7.6	26	674	146	223	193	153	872	375	569	440	493	358	249	230	87	16^	44	32^	48	57	69	36^
2.30 - 3.00						A	6.7	26	597	150	209	180	127	854	376	563	451	508	351	234	212	80	9v	26^	18^	28^	46^	50^	23^
						A	6.9	26	611	154	205	173	128	850	374	558	452	512	351	232	217	83	14v	37^	27^	29^	45^	51^	23^
PRICE IS RIGHT 1 MON-FRI 11.00A 30 CBS 35						A	4.4	21	386	74^	69^	46^	73^	708	161	272	205	237	273	405	439	241	16v	7v	18v	52^	39^	63^	28^
211 99 AP 159						B	4.7	21	415	66	94	68	61^	694	147	274	220	248	293	393	411	220	23^	21^	20^	67	73	71	70
						C	5.1	22	451	67	142	95	71	723	167	297	234	275	303	385	435	232	21^	21^	18^	69	69	79	60
PRICE IS RIGHT 2 MON-FRI 11.30A 30 CBS 35						A	5.6	26	498	82	96	65^	77	726	177	295	224	264	270	391	433	233	17v	12v	16v	44^	47^	63^	28^
211 99 AP 161						B	6.1	27	541	68	106	77	64	714	153	284	228	261	287	397	418	230	21^	22^	19^	63	69	71	61
						C	6.5	27	579	61	146	102	70	734	167	296	233	275	293	396	439	235	20^	21^	17^	64	64	75	53
RYAN'S HOPE MON-FRI 12.00N 30 ABC 35						A	2.2	10	198	187	221	201	137^	861	459	590	476	496	254	252	256	42v	16v	36v	34v	39v	38v	45^	32v
CONT'D						B	2.4	10	214	162	231	211	127	842	411	587	485	515	302	226	259	55^	17v	46^	33^	54^	64^	64^	55^

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

46 PROGRAM AUDIENCE ESTIMATES (Alpha)

MAY 2-8, 1988

PROGRAM NAME DAY TIME DUR NET NO. #STNS CVG% TYPE T/C					KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
						AVG. AUD. %	SH %	AVG. AUD. 0,000	LOH WORKING			W O M E N						M E N		T E E N S			C H I L D R E N																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
									18-49 W/CH	18-49	15-24	18-34	18-49	25-49	25-54	35-64	55+	TOTAL	55+	MALE 12-17	FEM. 12-17	TOT. 15-17	MALE 2-11	FEM. 2-11	TOT. 5-11	TOT. 6-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
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A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

48 PROGRAM AUDIENCE ESTIMATES (Alpha)

MAY 2-8, 1988

PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	AVG. SH %	AVG. AUD. 0,000	TOT. PERS. (2+)	WOMEN		MEN		T E E N S					C H I L D R E N										
										15-24	18-49	15-24	18-49	TOTAL	MALE	FEM.	TOTAL	TOTAL	TOTAL	MALE	FEM.	TOTAL	TOTAL	MALE	FEM.	TOTAL	TOTAL	TOTAL	
#STNS	CVG%	TYPE								24	TOTAL	24	TOTAL	17	17	17	14	17	11	11	11	5	11	11	11	8	11		
WEEKEND DAYTIME CHILDREN																													
ABC WEEKEND SPECIALS(B)					A	1.6	7	142	1275	113v	347^	246^	94v	278^	226^	65v	161^	122^	104v	424^	266^	158^	162^	262^	155^	107v	51v	211^	
SAT	1.00P	30	ABC																										
	126	63	CA																										
HERE COME THE LITTLES, PT.3																													
ALF-SAT MORN					A	4.8	19	425	1456	116^	385	323	79^	222	271	122^	149^	179	92^	578	351	228	247	331	211	121^	189	142^	
SAT	10.00A	30	NBC	7	B	5.5	20	485	1446	129	354	278	82	207	243	111	132	160	83	643	319	324	265	377	190	187	193	184	
	207	99	CA	26	C	6.0	21	535	1487	135	366	303	87	230	226	108	118	145	81	666	337	328	269	396	210	186	199	198	
ALL NEW POUND PUPPIES					A	2.4	12	213	1527	113^	385	328	26v	125^	132^	78^	53v	82^	50v	886	426	460	370	516	243^	273^	233^	283^	
SAT	8.30A	30	ABC	7	B	2.9	14	256	1320	59^	272	212	47^	169	136	58^	78^	96^	40^	743	361	382	297	446	220	226	235	211	
	202	97	CA	15	C	3.0	14	270	1376	66^	266	214	44^	181	143	65^	78^	98^	45^	785	394	391	308	477	249	228	253	224	
ALVIN AND THE CHIPMUNKS					A	5.0	19	443	1565	173	416	356	80^	210	274	110^	164	169	105^	666	320	346	294	372	178	194	212	159	
SAT	10.30A	30	NBC	7	B	5.6	20	500	1468	147	354	288	73	181	271	105	165	175	96	661	286	375	264	398	166	231	205	192	
	203	94	CA	35	C	6.2	21	551	1516	154	368	310	84	215	236	93	143	147	89	697	321	376	296	401	188	214	204	197	
ANIMAL CRACK-UPS					A	2.9	12	257	1431	131^	470	343	88^	243^	277	132^	145^	178^	99^	441	286	155^	197^	244^	156^	88^	92^	153^	
SAT	12.00N	30	ABC	7	B	3.4	12	304	1389	119	437	314	96^	313	210	100^	110^	127	83^	429	246	183	170	259	161	98^	126	133	
	171	76	CL	27	C	3.5	12	314	1508	134	452	338	107	358	209	89	120	130	79^	489	266	223	191	297	164	134	142	155	
BUGS BUNNY & TWEETY SHOW					A	4.5	18	399	1511	142^	422	316	108^	269	290	132^	158^	178	112^	529	278	252	223	307	150^	157^	185	122^	
SAT	11.00A	30	ABC	7	B	4.7	17	419	1452	122	376	286	121	324	213	115	98	128	84	538	291	247	237	301	173	128	179	122	
	204	93	CA	15	C	4.9	17	435	1483	133	390	303	119	320	214	118	96	125	89	559	315	244	248	311	174	137	186	125	
DENNIS THE MENACE					A	2.9	12	257	1450	58v	375	264	104^	240^	283	147^	136^	191^	92^	553	353	200^	229^	324	220^	104^	175^	149^	
SAT	11.30A	30	CBS	7	B	3.3	12	296	1490	92^	324	224	79^	243	226	114	112^	163	63^	697	370	327	293	404	226	178	191	213	
	183	89	CA	19	C	3.6	12	318	1555	120	358	259	88	258	226	111	115	141	84	713	398	314	323	390	232	158	190	200	
FLINTSTONE KIDS					A	3.8	15	337	1512	138^	447	335	140^	273	278	144^	134^	177^	101^	514	323	191	248	265	166^	99^	140^	125^	
SAT	11.30A	30	ABC	7	B	3.9	14	348	1464	138	393	306	105	275	203	97	106	113	90^	592	316	276	272	320	183	137	186	134	
	195	90	CA	14	C	4.0	14	354	1508	138	415	323	105	290	200	92	108	118	82	603	318	285	271	332	172	160	190	143	
FOOFUR					A	2.1	9	186	1483	116^	462	365	91^	215^	221^	89^	133^	156^	66v	585	254^	331^	312^	273^	79v	195^	130^	143^	
SAT	12.00N	30	NBC	7	B	3.1	11	271	1482	146	399	304	106^	227	237	95^	141	150	86^	619	252	367	276	343	129	214	194	149	
	131	66	CA	33	C	3.3	12	295	1496	156	401	324	106	246	245	103	142	145	99	604	294	310	274	330	154	176	173	158	
FRAGGLE ROCK					A	3.7	15	328	1576	133^	388	318	75^	186^	327	132^	195	229	98^	676	345	331	315	361	171^	190^	156^	205	
SAT	11.00A	30	NBC	7	B	4.4	16	389	1505	156	387	301	77^	180	264	95	170	161	103	674	293	381	307	367	156	211	187	180	
	175	82	CA	7	C	4.4	16	389	1505	156	387	301	77^	180	264	95	170	161	103	674	293	381	307	367	156	211	187	180	
GALAXY HIGH SCHOOL					A	2.9	12	257	1409	110^	382	274	114^	271	217^	122^	95^	138^	80^	539	236^	303	178^	361	138^	223^	163^	198^	
SAT	12.30P	30	CBS	6	B	3.2	12	279	1519	120^	380	258	101^	276	225	125	101^	152	74^	638	331	307	234	405	209	195	206	199	
	142	67	CA	15	C	3.0	10	268	1582	148	406	293	115	289	250	129	121	148	102	637	346	291	256	380	215	165	180	200	
GUMMI BEARS					A	3.0	19	266	1465	73^	334	267	62^	163^	144^	67^	78^	103^	41v	824	426	398	222^	602	305	298	299	303	
SAT	8.00A	30	NBC	7	B	3.6	22	320	1320	74^	314	236	60^	184	143	76^	68^	98^	46^	679	364	316	214	465	254	212	236	229	
	199	97	CA	7	C	3.6	22	320	1320	74^	314	236	60^	184	143	76^	68^	98^	46^	679	364	316	214	465	254	212	236	229	

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

52 PROGRAM AUDIENCE ESTIMATES (Alpha)

MAY 2-8, 1988

PROGRAM NAME DAYTIME #STNS CVG% TYPE T/C						KEY	HOUSEHOLD AUDIENCES AVG. AUD. % SH % AVG. AUD. 0,000			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
										TOT. PERS. (2+)	WOMEN			MEN		TEEN S					CHILDREN								
											15-24	18-49	TOTAL	15-24	TOTAL	TOTAL	MALE	FEM.	TOT.	TOT.	TOTAL	MALE	FEM.	TOT.	TOT.	MALE	FEM.	TOT.	TOT.
										17	17	17	14	17	11	11	11	5	11	11	11	8	11						
WEEKEND DAYTIME CHILDREN CONT'D																													
REAL GHOSTBUSTERS I-CONT'D																													
SAT	10.00A	30	ABC	7	B	4.4	16	392	1462	100	330	260	90	263	188	102	85^	123	65^	682	440	242	298	384	265	120	214	171	
	207	96	CA	13	C	4.6	16	409	1493	98	322	258	95	253	205	115	90	132	72	714	450	264	298	415	276	139	229	186	
REAL GHOSTBUSTERS II																													
SAT	10.30A	30	ABC	7	A	4.6	18	408	1597	153^	375	301	129^	205	329	158	171	184	145^	688	414	274	268	420	245	175	198	222	
	207	96	CA	13	B	5.0	18	446	1509	119	343	273	114	274	221	119	102	135	86	670	395	275	286	384	248	136	218	166	
					C	5.3	18	472	1526	119	338	275	119	274	232	129	103	142	90	682	421	262	288	395	256	139	216	179	
SMURFS I																													
SAT	8.30A	30	NBC	7	A	4.3	21	381	1360	114^	352	285	85^	172	153^	81^	72^	87^	66^	683	348	336	235	448	225	223	241	207	
	204	99	CA	35	B	4.6	23	410	1319	87	343	266	61^	187	137	69^	68^	91	46^	651	351	300	238	414	225	189	228	186	
					C	4.4	22	387	1385	79	327	268	53^	206	156	79	77	106	50^	696	376	320	279	417	231	186	220	197	
SMURFS II																													
SAT	9.00A	30	NBC	7	A	5.4	23	478	1353	122^	401	325	54^	183	192	74^	118^	141	50^	577	281	296	224	353	168	185	203	150	
	204	99	CA	35	B	5.6	23	496	1339	112	369	291	54^	197	151	66^	84	100	51^	621	325	297	246	375	199	176	211	164	
					C	5.6	23	492	1400	105	352	291	65	224	166	78	88	109	56	659	353	306	278	380	211	169	205	176	
SMURFS III																													
SAT	9.30A	30	NBC	7	A	5.8	23	514	1385	137	403	334	63^	188	232	73^	159	158	74^	562	300	262	210	352	190	163	198	154	
	204	99	CA	35	B	6.1	23	540	1392	128	374	299	62	198	192	77	116	124	68	628	313	315	244	384	195	189	205	179	
					C	6.3	24	557	1437	123	363	307	77	226	191	89	102	122	69	657	339	319	275	382	203	180	203	179	
TEEN WOLF																													
					A	3.1	13	275	1505	91^	370	272	131^	234	294	145^	148^	182^	112^	607	336	271	285	322	167^	155^	151^	171^	
SAT																													
	12.00N	30	CBS	6	B	3.2	12	284	1496	130	344	242	91^	241	241	128	113^	158	83^	669	343	327	285	385	196	189	184	201	
	169	83	CA	16	C	3.2	11	283	1594	150	385	291	103	273	251	129	123	151	101	684	360	324	301	383	216	168	181	202	

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

MAY 2-8, 1988

PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. WORK. PERS		W O M E N				M E N										T E E N S		CHD	
									ING	WOM.	18-	25-	18-	18-	18-	21-	21-	25-	25-	35-	TOT.	MALE	TOT.					
								(2+)	18+	TOTAL	49	21+	54	TOTAL	24	34	49	21+	49	54	49	54	64	55+	12-	12-	2-	
WEEKEND DAYTIME SPORTS																												
ABC WIDE WORLD-SPORTS SAT	4.30P	93	ABC	7	A	9.0	28	797	1490	226	734	259	720	296	647	22^	130	261	638	251	313	239	300	301	324	52^	34^	57^
SAT	221	99	SA	16	B	5.2	15	458	1442	204	614	263	598	272	660	59^	163	319	637	296	372	261	336	338	266	68^	41^	100
	4.30 - 5.00				C	6.0	16	530	1474	204	602	277	589	286	667	60	193	358	643	334	402	298	366	330	240	84	48^	122
	5.00 - 5.30				A	6.4	21	567	1446	191	715	231	699	265	596	15^	102^	193	590	188	262	178	252	265	328	65^	35^	70^
	5.30 - 6.00				A	9.3	29	824	1469	217	723	242	708	284	642	17^	120	256	632	246	305	239	298	302	327	52^	32^	51^
	6.00 - 6.30				A	11.3	33	1001	1540	251	753	286	741	321	686	30^	154	303	676	292	348	273	329	323	327	45^	36^	55^
					A	8.6	25	762	1463	255	766	319	755	351	584	24^	127	275	578	270	332	252	314	295	246	58^	41^	55^
CBS SPORTS SAT SP.ED.(S)	2.30P	60	CBS		A	2.8	11	248	1341	140^	422	248^	417	242^	425	98^	201^	304	371	249^	301	205^	257	176^	70^	128^	85^	365
SAT	200	96	SE																									
NCAA WMN'S GYMNASTIC CHAMPS	2.30 - 3.00				A	2.5	9	222	1295	160^	430	270^	429	273^	381	72^	171^	258^	346	223^	274^	186^	237^	153^	73^	121^	80^	362
	3.00 - 3.30				A	3.0	11	266	1425	129^	430	237^	420	224^	476	124^	232^	351	404	280	335	228^	283	201^	70^	139^	92^	379
LAS VEGAS INVITATIONAL-SA(S)	4.13P	77	NBC		A	2.6	8	230	1315	80^	387	111^	368	101^	741	49^	169^	368	732	360	403	319	362	345	329	92^	66^	95^
SAT	183	92	SE																									
	4.00 - 4.30				A	3.5	12	310	1340	57^	379	103^	365	114^	811	36^	153^	347	811	347	402							

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

MAY 2-8, 1988

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			T E E N S TOT. MALE 12- 12- 2-	CHD TOT. 2-																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. WORK. PERS ING WOM. (2+) 18+	W O M E N				M E N										TOT. 12- 17	TOT. 17 11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
									TOTAL		49	21+	54	TOTAL	24	18- 34	18- 49	21- 49	21- 54	25- 49	25- 54	35- 64			55+																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
WEEKEND DAYTIME SPORTS CONT'D																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

MAY 2-8, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			T E E N S			CHD TOT. 2- 11
DAY	TIME	DUR	NET #STNS	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. WORK. PERS ING		W O M E N				M E N										TOT.	MALE	12- 17				
									WOM. (2+)	18+	TOTAL	49	21+	54	TOTAL	18- 24	18- 34	18- 49	21- 21+	21- 49	21- 54	25- 49	25- 54	35- 64				35- 55+			
WEEKEND DAYTIME SPORTS CONT'D																															
SPORTSWORLD-CONT'D																															
	2.30 - 3.00				A	2.0	7	177	1240	165^	393	207^	378	236^	643	102^	224^	401	626	384	468	299^	383	328^	158^	94^	50^	110^			
	3.00 - 3.30				A	2.3	8	204	1284	142^	434	199^	428	216^	638	152^	296^	451	605	417	470	299^	352	255^	135^	113^	93^	99^			
	3.30 - 4.00				A	2.5	8	222	1212	100^	420	155^	416	182^	631	111^	278^	408	604	381	464	297	380	255^	140^	125^	103^	36^			
TOURN. OF CHAMPIONS-SAT.(S)					A	1.0	4	89	1147	171^	477^	158^	455^	188^	507^	43^	196^	264^	501^	258^	335^	221^	298^	232^	166^	83^	24^	80^			
SAT	2.00P 150	ABC																													
	178 82	SE																													
	2.00 - 2.30				A	0.9	4	80	1180	129^	314^	134^	293^	131^	561^	60^	307^	356^	540^	334^	414^	296^	376^	173^	126^	123^	41^	182^			
	2.30 - 3.00				A	1.0	4	89	1197	173^	356^	146^	309^	159^	555^	65^	250^	314^	549^	308^	373^	249^	314^	233^	176^	144^	19^	142^			
	3.00 - 3.30				A	0.8	3	71	1103	167^	381^	113^	361^	175^	526^	56^	244^	328^	521^	323^	372^	272^	322^	239^	148^	136^	56^	60^			
	3.30 - 4.00				A	0.9	3	80	991	218^	526^	147^	526^	217^	410^	29^	139^	205^	410^	205^	281^	176^	252^	232^	129^	50^	16^	<<			
	4.00 - 4.30				A	1.4	5	124	1215	170^	691	217^	672	233^	490^	19^	94^	171^	490^	171^	271^	152^	252^	265^	218^	<<	<<	31^			
TOURN. OF CHAMPIONS-SUN.(S)					A	1.5	5	133	1484	243^	605	339^	605	358^	649	46^	145^	275^	641	267^	400^	230^	363^	376^	240^	69^	29^	161^			
SUN	2.00P 180	ABC																													
	190 91	SE																													
	2.00 - 2.30				A	1.4	5	124	1515	288^	687	335^	687	415^	531	19^	87^	196^	513	178^	316^	177^	315^	298^	197^	121^	44^	176^			
	2.30 - 3.00				A	1.3	4	115	1412	226^	584	255^	584	329^	570	18^	103^	208^	564	202^	347^	190^	334^	309^	218^	76^	30^	182^			
	3.00 - 3.30				A	1.3	4	115	1432	165^	569	270^	569	310^	670	48^	120^	221^	663	214^	377^	174^	336^	405^	286^	54^	31^	139^			
	3.30 - 4.00				A	1.4	5	124	1424	185^	553	313^	553	324^	688	35^	134^	279^	683	274^	406^	244^	376^	416^	277^	33^	30^	149^			
	4.00 - 4.30				A	1.7	6	151	1516	280^	609	400^	609	376^	712	60^	161^	345^	706	339^	443	285^	389^	435	263^	50^	19^	145^			
	4.30 - 5.00				A	1.8	6	159	1651	300^	652	433	652	399	728	82^	239^	370^	719	361^	498	289^	425	399	222^	86^	24^	184^			

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

60 PROGRAM AUDIENCE ESTIMATES (Alpha)

MAY 2-8, 1988

PROGRAM NAME										KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				TEENS TOT. 12-17																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. PERS (2+)	WORK-ING WOM. 18+		W O M E N								M E N																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												
											TOTAL	34	49	21+	49	54	64	55+	TOTAL	34	49	21+	49	49	54	64	55+																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				
WEEKEND DAYTIME OTHER																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															</

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	51.9	53.8	55.2	56.6	56.9	59.6	60.5	62.5	63.7	64.9	65.0	65.4	64.1	63.4	62.4	60.3

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

← MACGYVER →

← ABC MONDAY NIGHT MOVIE
ONASSIS: THE RICHEST MAN
IN THE WORLD, Pt. 2
(PAE) →

11,780	12.1 *		14.6 *	12,320	13.0 *		13.7 *		14.2 *		14.7 *
13.3	21 *		24 *	13.9	20 *		21 *		22 *		24 *
22	11.7	12.6	14.0	15.2	13.1	12.9	13.6	13.9	14.2	14.2	14.7

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

KATE & ALLIE
(R)DESIGNING
WOMEN
(R)

NEWHART

EISENHOWER &
LUTZ
(PAE)

← CAGNEY & LACEY →

9,920		10,190		11,870		9,570		8,330			
11.2		11.5		13.4		10.8		9.4	*		9.5 *
19		19		21		17		15	*		15 *
10.7	11.7	11.4	11.5	13.2	13.5	10.9	10.7	9.6	9.2	9.3	9.6

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

ALF

VALERIE'S
FAMILY← NBC MONDAY NIGHT MOVIES
THE TAKING OF FLIGHT 847:
THE ULI DERICKSON STORY →

13,730		12,850		17,450							
15.5		14.5		19.7	17.6 *		19.7 *		20.9 *		20.6 *
27		24		31	27 *		30 *		33 *		34 *
14.5	16.4	14.5	14.5	16.9	18.3	19.2	20.1	21.0	20.9	21.1	20.2

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

13.9		13.8		12.0		13.4		14.7		15.0		13.8		12.1
26		25		21		22		23		23		22		20

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

4.0		3.1		3.0		3.6		4.2		3.8		3.5		3.2
8		6		5		6		7		6		5		5

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.7		2.3		2.9		2.8		2.3		2.2		2.1		1.9
3		4		5		5		4		3		3		3

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

5.3		6.0		5.4		5.7		6.3		6.7		6.4		5.5
10		11		9		9		10		10		10		9

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.7		2.9		3.4		4.5		5.0		4.4		3.2		3.0
5		5		6		7		8		7		5		5

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

A-4 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. MAY 3, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	51.3	53.4	54.0	56.1	57.7	59.4	60.2	62.2	62.2	63.4	63.9	63.9	62.1	60.9	59.3	56.9

ABC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

					WHO'S THE BOSS? (PAE)		JUST THE TEN OF US			MOONLIGHTING (R)(PAE)			THIRTYSOMETHING			
					16,570		15,860			10,540			9,920			
					18.7		17.9			11.9			11.2			
					32		29			19			18			
					17.5	19.8	17.9	18.0		12.6	11.6	11.7	11.7	11.5	11.0	11.4

CBS TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

NBC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

14.6		14.6		12.3		13.0		15.8		16.6		15.7		13.1
28		26		21		21		25		26		26		23

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.8		3.3		2.9		3.6		4.6		4.7		4.6		3.5
7		6		5		6		7		7		7		6

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.3		1.9		2.5		2.5		3.3		3.9		3.3		2.8
2		3		4		4		5		6		5		5

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

5.2		5.4		4.8		5.5		6.5		5.9		6.5		5.9
10		10		8		9		10		9		11		10

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.0		2.2		3.8		4.6		5.0		4.3		4.1		4.0
4		4		6		8		8		7		7		7

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	52.0	52.8	53.1	55.4	56.0	58.7	60.0	61.0	60.6	61.7	61.9	61.9	60.4	59.5	57.5	54.9

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

GROWING PAINS	HEAD OF THE CLASS	HOOPERMAN	JUST IN TIME (PAE)	CHINA BEACH
14,350	13,640	12,400	10,100	11,160
16.2	15.4	14.0	11.4	12.6
28	25	23	18	22
15.3	17.0	15.4	11.7	12.9

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

<SMOTHERS BROS COMEDY HOUR>	JAKE AND THE FATMAN (R)(PAE)	EQUALIZER
8,770	10,010	10,540
9.9	11.3	11.9
17	18	21
9.4	11.1	11.5

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

AARON'S WAY	HIGHWAY TO HEAVEN (R)	ST. ELSEWHERE
10,900	10,540	11,340
12.3	11.9	12.8
21	19	22
11.4	11.6	12.4

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

14.9	14.1	13.4	14.6	17.3	18.2	15.9	12.2
28	26	23	24	28	29	27	22

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

4.2	3.4	3.0	3.7	4.9	4.7	4.8	3.1
8	6	5	6	8	8	8	6

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.3	1.7	1.9	2.3	2.1	1.8	1.4	1.2
2	3	3	4	3	3	2	2

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

4.9	5.6	6.0	6.5	6.5	6.8	6.7	6.7
9	10	10	11	11	11	11	12

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.3	2.7	3.0	4.0	4.8	5.1	4.5	4.0
4	5	5	7	8	8	8	7

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

A-8 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE. THU. MAY 5, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	50.9	51.4	51.5	52.9	54.1	55.9	56.5	58.1	59.4	60.6	60.9	61.9	61.5	61.5	59.7	57.7

ABC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

← MAX HEADROOM → HOTEL (PAE) ← BUCK JAMES →

4,250								5,850					6,020			
4.8						5.0 *		4.6 *	6.6	6.1 *		7.1 *	6.8		6.5 *	7.0 *
9						9 *		8 *	11	10 *		12 *	11		11 *	12 *
5.5						4.6	4.6	4.6	5.8	6.3	7.0	7.2	6.4	6.6	6.9	7.1

CBS TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

← 48 HOURS TOP DOG → SIMON & SIMON (R)(PAE) ← KNOTS LANDING →

8,330								8,680					13,820			
9.4						9.2 *		9.6 *	9.8	9.2 *		10.3 *	15.6		15.2 *	16.0 *
17						17 *		17 *	16	15 *		17 *	26		25 *	27 *
9.3						9.2	9.6	9.5	9.2	9.2	9.8	10.9	15.0	15.4	16.2	15.9

NBC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

BILL COSBY SHOW (R) A DIFFERENT WORLD CHEERS NIGHT COURT ← L.A. LAW →

19,050						19,670		20,200		19,230		17,900				
21.5						22.2		22.8		21.7		20.2		20.2 *		20.3 *
39						39		38		35		34		33 *		35 *
20.0						22.9	21.7	22.6	22.5	23.2	21.5	21.9	20.2	20.2	20.7	19.8

INDEPENDENTS (INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

14.3		13.9		12.7		14.5		14.5		15.1		13.1		10.7
28		27		23		25		24		25		21		18

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.4		3.1		2.6		3.2		3.5		3.8		3.3		2.8
7		6		5		6		6		6		5		5

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.5		2.0		2.8		2.2		2.3		2.1		1.6		1.6
3		4		5		4		4		3		3		3

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

5.1		6.0		5.7		6.5		6.7		6.4		6.1		5.5
10		11		10		11		11		10		10		9

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.0		2.2		2.3		2.2		3.6		4.0		4.7		2.7
4		4		4		4		6		7		8		5

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

EVE.FRI. MAY 6, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	47.1	48.1	48.3	48.8	49.1	50.8	52.4	53.4	54.5	55.8	56.5	56.8	56.6	56.8	56.1	54.3

ABC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

PERFECT STRANGERS	FULL HOUSE	MR. BELVEDERE	SLAP MAXWELL (PAE)	20/20
8,680	9,130	9,480	6,110	9,660
9.8	10.3	10.7	6.9	10.9
20	20	19	12	19
9.6	9.9	10.0	7.0	10.5
		10.6	10.7	11.3
			6.8	11.2
				10.8

CBS TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

BEAUTY & THE BEAST (R)	DALLAS (PAE)	FALCON CREST
8,680	13,820	11,520
9.8	15.6	13.0
19	28	23
9.3	14.1	12.9
	15.0	13.0
	16.7	13.1
	16.6	13.1

NBC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

UNSOLVED MYSTERIES SPEC.	MIAMI VICE SPECIAL (R)	MIAMI VICE
10,540	10,280	13,110
11.9	11.6	14.8
23	21	26
10.7	10.8	14.4
	10.9	14.8
	11.9	15.0
		15.0

INDEPENDENTS (INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

12.5	12.3	11.6	11.8	12.6	13.8	12.4	11.4
26	25	23	22	23	24	22	21

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.0	2.5	2.8	2.9	3.9	4.6	4.5	4.0
6	5	6	5	7	8	8	7

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.9	2.0	2.3	2.5	1.9	1.9	1.4	1.2
4	4	5	5	3	3	2	2

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

4.9	5.8	5.7	5.8	5.7	6.3	5.8	5.2
10	12	11	11	10	11	10	9

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.3	2.1	3.0	3.5	3.9	4.0	4.3	4.0
5	4	6	7	7	7	8	7

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

EVE. SAT. MAY 7, 1988

AUDIENCE ESTIMATES																	EVE. SAT. MAY 7, 1988	
TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	36.7	38.2	39.3	40.8	44.7	46.7	48.5	50.2	51.4	53.3	53.2	53.6	52.5	51.7	51.0	50.2	46.9	43.4

ABC TV

AVERAGE AUDIENCE (Hhlds (000) & %)	{
SHARE AUDIENCE	%
AVG. AUD. BY 1/4 HR	%

DOLLY			OHARA (R)(PAE)			SPENSER: FOR HIRE		
6,380			5,580			8,240		
7.2	6.9 *		6.3	5.6 *		9.3	8.9 *	9.7
15	15 *		12	11 *		18	17 *	19
6.9	7.0	7.3	5.6	5.7	6.7	8.9	9.0	9.4

CBS TV

AVERAGE AUDIENCE (Hhlds (000) & %)	
SHARE AUDIENCE	%
AVG. AUD. BY 1/4 HR	%
12:00-12:30 PM	
12:30-1:00 PM	
1:00-1:30 PM	
1:30-2:00 PM	
2:00-2:30 PM	
2:30-3:00 PM	
3:00-3:30 PM	
3:30-4:00 PM	
4:00-4:30 PM	
4:30-5:00 PM	
5:00-5:30 PM	
5:30-6:00 PM	
6:00-6:30 PM	
6:30-7:00 PM	
7:00-7:30 PM	
7:30-8:00 PM	
8:00-8:30 PM	
8:30-9:00 PM	
9:00-9:30 PM	
9:30-10:00 PM	
10:00-10:30 PM	
10:30-11:00 PM	
11:00-11:30 PM	
11:30-12:00 AM	
12:00-12:30 AM	
12:30-1:00 AM	
1:00-1:30 AM	
1:30-2:00 AM	
2:00-2:30 AM	
2:30-3:00 AM	
3:00-3:30 AM	
3:30-4:00 AM	
4:00-4:30 AM	
4:30-5:00 AM	
5:00-5:30 AM	
5:30-6:00 AM	
6:00-6:30 AM	
6:30-7:00 AM	
7:00-7:30 AM	
7:30-8:00 AM	
8:00-8:30 AM	
8:30-9:00 AM	
9:00-9:30 AM	
9:30-10:00 AM	
10:00-10:30 AM	
10:30-11:00 AM	
11:00-11:30 AM	
11:30-12:00 PM	

← HIGH MOUNTAIN RANGERS (R) →				← TOUR OF DUTY (R) (PAE) →				← WEST 57TH →			
6,380			7,180				7,270				
7.2	6.6 *		8.1 *	7.5 *		8.6 *	8.2 *	8.5 *			8.0
15	14 *		15 *	14 *		16 *	16 *	16 *			16
6.2	6.9	7.6	7.3	7.7	8.5	8.7	8.7	8.2	8.2		7.7

NBC TV

AVERAGE AUDIENCE (Hhlds (000) & %)	{
SHARE AUDIENCE	%
AVG. AUD. BY 1/4 HR	%

FACTS OF LIFE		227	GOLDEN GIRLS		AMEN	← HUNTER →	
11,700		13,020	18,780		17,190	14,440	
13.2		14.7	21.2		19.4	16.3	16.6 *
29		30	40		36	32	32 *
12.4	13.9	14.0	15.4	20.5	21.8	19.1	19.7
						16.7	16.2
							16.0

INDEPENDENTS
(INCL. SUPERSTATIONS)

	AVERAGE AUDIENCE SHARE AUDIENCE %
1990-1991	1.0
1991-1992	1.0
1992-1993	1.0
1993-1994	1.0
1994-1995	1.0
1995-1996	1.0
1996-1997	1.0
1997-1998	1.0
1998-1999	1.0
1999-2000	1.0
2000-2001	1.0
2001-2002	1.0
2002-2003	1.0
2003-2004	1.0
2004-2005	1.0
2005-2006	1.0
2006-2007	1.0
2007-2008	1.0
2008-2009	1.0
2009-2010	1.0
2010-2011	1.0
2011-2012	1.0
2012-2013	1.0
2013-2014	1.0
2014-2015	1.0
2015-2016	1.0
2016-2017	1.0
2017-2018	1.0
2018-2019	1.0
2019-2020	1.0
2020-2021	1.0
2021-2022	1.0
2022-2023	1.0
2023-2024	1.0
2024-2025	1.0
2025-2026	1.0
2026-2027	1.0
2027-2028	1.0
2028-2029	1.0
2029-2030	1.0
2030-2031	1.0
2031-2032	1.0
2032-2033	1.0
2033-2034	1.0
2034-2035	1.0
2035-2036	1.0
2036-2037	1.0
2037-2038	1.0
2038-2039	1.0
2039-2040	1.0
2040-2041	1.0
2041-2042	1.0
2042-2043	1.0
2043-2044	1.0
2044-2045	1.0
2045-2046	1.0
2046-2047	1.0
2047-2048	1.0
2048-2049	1.0
2049-2050	1.0
2050-2051	1.0
2051-2052	1.0
2052-2053	1.0
2053-2054	1.0
2054-2055	1.0
2055-2056	1.0
2056-2057	1.0
2057-2058	1.0
2058-2059	1.0
2059-2060	1.0
2060-2061	1.0
2061-2062	1.0
2062-2063	1.0
2063-2064	1.0
2064-2065	1.0
2065-2066	1.0
2066-2067	1.0
2067-2068	1.0
2068-2069	1.0
2069-2070	1.0
2070-2071	1.0
2071-2072	1.0
2072-2073	1.0
2073-2074	1.0
2074-2075	1.0
2075-2076	1.0
2076-2077	1.0
2077-2078	1.0
2078-2079	1.0
2079-2080	1.0
2080-2081	1.0
2081-2082	1.0
2082-2083	1.0
2083-2084	1.0
2084-2085	1.0
2085-2086	1.0
2086-2087	1.0
2087-2088	1.0
2088-2089	1.0
2089-2090	1.0
2090-2091	1.0
2091-2092	1.0
2092-2093	1.0
2093-2094	1.0
2094-2095	1.0
2095-2096	1.0
2096-2097	1.0
2097-2098	1.0
2098-2099	1.0
2099-2100	1.0
2100-2101	1.0
2101-2102	1.0
2102-2103	1.0
2103-2104	1.0
2104-2105	1.0
2105-2106	1.0
2106-2107	1.0
2107-2108	1.0
2108-2109	1.0
2109-2110	1.0
2110-2111	1.0
2111-2112	1.0
2112-2113	1.0
2113-2114	1.0
2114-2115	1.0
2115-2116	1.0
2116-2117	1.0
2117-2118	1.0
2118-2119	1.0
2119-2120	1.0
2120-2121	1.0

11.0 29	11.8 30	10.5 23	11.1 23	10.1 19	10.7 20	10.5 20	9.6 19	8.6 19
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SUPERSTATIONS

	AVERAGE AUDIENCE	SHARE AUDIENCE %
1. <i>THE MENTALIST</i>	1.1	1.1
2. <i>THE MENTALIST</i>	1.1	1.1
3. <i>THE MENTALIST</i>	1.1	1.1
4. <i>THE MENTALIST</i>	1.1	1.1
5. <i>THE MENTALIST</i>	1.1	1.1
6. <i>THE MENTALIST</i>	1.1	1.1
7. <i>THE MENTALIST</i>	1.1	1.1
8. <i>THE MENTALIST</i>	1.1	1.1
9. <i>THE MENTALIST</i>	1.1	1.1
10. <i>THE MENTALIST</i>	1.1	1.1
11. <i>THE MENTALIST</i>	1.1	1.1
12. <i>THE MENTALIST</i>	1.1	1.1
13. <i>THE MENTALIST</i>	1.1	1.1
14. <i>THE MENTALIST</i>	1.1	1.1
15. <i>THE MENTALIST</i>	1.1	1.1
16. <i>THE MENTALIST</i>	1.1	1.1
17. <i>THE MENTALIST</i>	1.1	1.1
18. <i>THE MENTALIST</i>	1.1	1.1
19. <i>THE MENTALIST</i>	1.1	1.1
20. <i>THE MENTALIST</i>	1.1	1.1
21. <i>THE MENTALIST</i>	1.1	1.1
22. <i>THE MENTALIST</i>	1.1	1.1
23. <i>THE MENTALIST</i>	1.1	1.1
24. <i>THE MENTALIST</i>	1.1	1.1
25. <i>THE MENTALIST</i>	1.1	1.1
26. <i>THE MENTALIST</i>	1.1	1.1
27. <i>THE MENTALIST</i>	1.1	1.1
28. <i>THE MENTALIST</i>	1.1	1.1
29. <i>THE MENTALIST</i>	1.1	1.1
30. <i>THE MENTALIST</i>	1.1	1.1
31. <i>THE MENTALIST</i>	1.1	1.1
32. <i>THE MENTALIST</i>	1.1	1.1
33. <i>THE MENTALIST</i>	1.1	1.1
34. <i>THE MENTALIST</i>	1.1	1.1
35. <i>THE MENTALIST</i>	1.1	1.1
36. <i>THE MENTALIST</i>	1.1	1.1
37. <i>THE MENTALIST</i>	1.1	1.1
38. <i>THE MENTALIST</i>	1.1	1.1
39. <i>THE MENTALIST</i>	1.1	1.1
40. <i>THE MENTALIST</i>	1.1	1.1
41. <i>THE MENTALIST</i>	1.1	1.1
42. <i>THE MENTALIST</i>	1.1	1.1
43. <i>THE MENTALIST</i>	1.1	1.1
44. <i>THE MENTALIST</i>	1.1	1.1
45. <i>THE MENTALIST</i>	1.1	1.1
46. <i>THE MENTALIST</i>	1.1	1.1
47. <i>THE MENTALIST</i>	1.1	1.1
48. <i>THE MENTALIST</i>	1.1	1.1
49. <i>THE MENTALIST</i>	1.1	1.1
50. <i>THE MENTALIST</i>	1.1	1.1
51. <i>THE MENTALIST</i>	1.1	1.1
52. <i>THE MENTALIST</i>	1.1	1.1
53. <i>THE MENTALIST</i>	1.1	1.1
54. <i>THE MENTALIST</i>	1.1	1.1
55. <i>THE MENTALIST</i>	1.1	1.1
56. <i>THE MENTALIST</i>	1.1	1.1
57. <i>THE MENTALIST</i>	1.1	1.1
58. <i>THE MENTALIST</i>	1.1	1.1
59. <i>THE MENTALIST</i>	1.1	1.1
60. <i>THE MENTALIST</i>	1.1	1.1
61. <i>THE MENTALIST</i>	1.1	1.1
62. <i>THE MENTALIST</i>	1.1	1.1
63. <i>THE MENTALIST</i>	1.1	1.1
64. <i>THE MENTALIST</i>	1.1	1.1
65. <i>THE MENTALIST</i>	1.1	1.1
66. <i>THE MENTALIST</i>	1.1	1.1
67. <i>THE MENTALIST</i>	1.1	1.1
68. <i>THE MENTALIST</i>	1.1	1.1
69. <i>THE MENTALIST</i>	1.1	1.1
70. <i>THE MENTALIST</i>	1.1	1.1
71. <i>THE MENTALIST</i>	1.1	1.1
72. <i>THE MENTALIST</i>	1.1	1.1
73. <i>THE MENTALIST</i>	1.1	1.1
74. <i>THE MENTALIST</i>	1.1	1.1
75. <i>THE MENTALIST</i>	1.1	1.1
76. <i>THE MENTALIST</i>	1.1	1.1
77. <i>THE MENTALIST</i>	1.1	1.1
78. <i>THE MENTALIST</i>	1.1	1.1
79. <i>THE MENTALIST</i>	1.1	1.1
80. <i>THE MENTALIST</i>	1.1	1.1
81. <i>THE MENTALIST</i>	1.1	1.1
82. <i>THE MENTALIST</i>	1.1	1.1
83. <i>THE MENTALIST</i>	1.1	1.1
84. <i>THE MENTALIST</i>	1.1	1.1
85. <i>THE MENTALIST</i>	1.1	1.1
86. <i>THE MENTALIST</i>	1.1	1.1
87. <i>THE MENTALIST</i>	1.1	1.1
88. <i>THE MENTALIST</i>	1.1	1.1
89. <i>THE MENTALIST</i>	1.1	1.1
90. <i>THE MENTALIST</i>	1.1	1.1
91. <i>THE MENTALIST</i>	1.1	1.1
92. <i>THE MENTALIST</i>	1.1	1.1
93. <i>THE MENTALIST</i>	1.1	1.1
94. <i>THE MENTALIST</i>	1.1	1.1
95. <i>THE MENTALIST</</i>		

3.0 8	3.0 8	2.7 6	3.0 6	3.0 6	2.8 5	2.5 5	2.3 5	2.3 5
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PBS

	AVERAGE AUDIENCE	SHARE AUDIENCE %
1	10.0	10.0
2	10.0	10.0
3	10.0	10.0
4	10.0	10.0
5	10.0	10.0
6	10.0	10.0
7	10.0	10.0
8	10.0	10.0
9	10.0	10.0
10	10.0	10.0
11	10.0	10.0
12	10.0	10.0
13	10.0	10.0
14	10.0	10.0
15	10.0	10.0
16	10.0	10.0
17	10.0	10.0
18	10.0	10.0
19	10.0	10.0
20	10.0	10.0
21	10.0	10.0
22	10.0	10.0
23	10.0	10.0
24	10.0	10.0
25	10.0	10.0
26	10.0	10.0
27	10.0	10.0
28	10.0	10.0
29	10.0	10.0
30	10.0	10.0
31	10.0	10.0
32	10.0	10.0
33	10.0	10.0
34	10.0	10.0
35	10.0	10.0
36	10.0	10.0
37	10.0	10.0
38	10.0	10.0
39	10.0	10.0
40	10.0	10.0
41	10.0	10.0
42	10.0	10.0
43	10.0	10.0
44	10.0	10.0
45	10.0	10.0
46	10.0	10.0
47	10.0	10.0
48	10.0	10.0
49	10.0	10.0
50	10.0	10.0
51	10.0	10.0
52	10.0	10.0
53	10.0	10.0
54	10.0	10.0
55	10.0	10.0
56	10.0	10.0
57	10.0	10.0
58	10.0	10.0
59	10.0	10.0
60	10.0	10.0
61	10.0	10.0
62	10.0	10.0
63	10.0	10.0
64	10.0	10.0
65	10.0	10.0
66	10.0	10.0
67	10.0	10.0
68	10.0	10.0
69	10.0	10.0
70	10.0	10.0
71	10.0	10.0
72	10.0	10.0
73	10.0	10.0
74	10.0	10.0
75	10.0	10.0
76	10.0	10.0
77	10.0	10.0
78	10.0	10.0
79	10.0	10.0
80	10.0	10.0
81	10.0	10.0
82	10.0	10.0
83	10.0	10.0
84	10.0	10.0
85	10.0	10.0
86	10.0	10.0
87	10.0	10.0
88	10.0	10.0
89	10.0	10.0
90	10.0	10.0
91	10.0	10.0
92	10.0	10.0
93	10.0	10.0
94	10.0	10.0
95	10.0	10.0
96	10.0	10.0
97	10.0	10.0
98	10.0	10.0
99	10.0	10.0
100	10.0	10.0

1.7 5	1.9 5	2.2 5	2.2 4	1.7 3	1.9 4	1.7 3	1.3 3	0.9 2
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CABLE ORIG.

	AVERAGE AUDIENCE	SHARE AUDIENCE %
1	10.0	10.0
2	10.0	10.0
3	10.0	10.0
4	10.0	10.0
5	10.0	10.0
6	10.0	10.0
7	10.0	10.0
8	10.0	10.0
9	10.0	10.0
10	10.0	10.0
11	10.0	10.0
12	10.0	10.0
13	10.0	10.0
14	10.0	10.0
15	10.0	10.0
16	10.0	10.0
17	10.0	10.0
18	10.0	10.0
19	10.0	10.0
20	10.0	10.0
21	10.0	10.0
22	10.0	10.0
23	10.0	10.0
24	10.0	10.0
25	10.0	10.0
26	10.0	10.0
27	10.0	10.0
28	10.0	10.0
29	10.0	10.0
30	10.0	10.0
31	10.0	10.0
32	10.0	10.0
33	10.0	10.0
34	10.0	10.0
35	10.0	10.0
36	10.0	10.0
37	10.0	10.0
38	10.0	10.0
39	10.0	10.0
40	10.0	10.0
41	10.0	10.0
42	10.0	10.0
43	10.0	10.0
44	10.0	10.0
45	10.0	10.0
46	10.0	10.0
47	10.0	10.0
48	10.0	10.0
49	10.0	10.0
50	10.0	10.0
51	10.0	10.0
52	10.0	10.0
53	10.0	10.0
54	10.0	10.0
55	10.0	10.0
56	10.0	10.0
57	10.0	10.0
58	10.0	10.0
59	10.0	10.0
60	10.0	10.0
61	10.0	10.0
62	10.0	10.0
63	10.0	10.0
64	10.0	10.0
65	10.0	10.0
66	10.0	10.0
67	10.0	10.0
68	10.0	10.0
69	10.0	10.0
70	10.0	10.0
71	10.0	10.0
72	10.0	10.0
73	10.0	10.0
74	10.0	10.0
75	10.0	10.0
76	10.0	10.0
77	10.0	10.0
78	10.0	10.0
79	10.0	10.0
80	10.0	10.0
81	10.0	10.0
82	10.0	10.0
83	10.0	10.0
84	10.0	10.0
85	10.0	10.0
86	10.0	10.0
87	10.0	10.0
88	10.0	10.0
89	10.0	10.0
90	10.0	10.0
91	10.0	10.0
92	10.0	10.0
93	10.0	10.0
94	10.0	10.0
95	10.0	10.0
96	10.0	10.0
97	10.0	10.0
98	10.0	10.0
99	10.0	10.0
100	10.0	10.0

6.0 16	6.0 15	5.9 13	5.8 12	5.8 11	6.4 12	6.5 12	5.7 11	4.8 11
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PAY SERVICES

	AVERAGE AUDIENCE	SHARE AUDIENCE %
1. <i>THE MENTALIST</i>	1,000,000	1.0
2. <i>THE MENTALIST</i>	900,000	0.9
3. <i>THE MENTALIST</i>	800,000	0.8
4. <i>THE MENTALIST</i>	700,000	0.7
5. <i>THE MENTALIST</i>	600,000	0.6
6. <i>THE MENTALIST</i>	500,000	0.5
7. <i>THE MENTALIST</i>	400,000	0.4
8. <i>THE MENTALIST</i>	300,000	0.3
9. <i>THE MENTALIST</i>	200,000	0.2
10. <i>THE MENTALIST</i>	100,000	0.1

3.1 8	2.9 7	4.0 9	4.2 9	4.8 9	4.0 7	4.0 8	4.6 9	4.8 11
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U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

A-14 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. MAY 7, 1988

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
HUT	39.2	36.5	33.3	31.1	28.4	25.8	23.3	21.1	18.8	17.0	15.1	13.2	11.9	10.9

ABC TV

(1)

AVERAGE AUDIENCE { 1,510
(Hhds (000) & %) 1.7
SHARE AUDIENCE % 6
AVG. AUD. BY 1/4 HR % 1.7

CBS TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

NBC TV

← SATURDAY NIGHT (11:30-12:48)(PAE) → (PAE)

AVERAGE AUDIENCE { 6,110
(Hhds (000) & %) 6.9
SHARE AUDIENCE % 21
AVG. AUD. BY 1/4 HR % 9.1

8.3 * 6.4 *
22 * 20 *
7.5 6.4 6.3 5.7

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

9.2 7.9 7.0 5.2 4.5 3.5 2.6
24 25 26 23 25 25 23

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.1 1.5 1.3 1.0 1.0 0.7 ^ 0.4 ^
6 5 5 5 6 5 ^ 4 ^

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.1 0.8 0.6 ^ 0.5 ^ 0.4 ^ 0.2 ^ 0.1 v
3 2 2 ^ 2 ^ 2 ^ 1 ^ 1 v

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

4.9 3.8 2.9 2.8 2.3 2.0 1.7
13 12 11 13 13 14 15

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

4.6 4.3 4.1 3.3 3.2 2.8 2.6
12 13 15 15 18 20 23

U.S. TV HOUSEHOLDS: 88,600,000
(1) ABC WEEKEND REPORT-SAT.,ABC,(11:30-11:45)

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	44.4	47.1	49.1	51.5	54.2	57.0	59.2	60.8	61.5	62.8	63.3	63.6	63.0	62.0	60.8	58.0	48.4	41.7

ABC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

	DISNEY SUNDAY MOVIE SPLASH, TOO, PT.2				REMEMBERING MARTLYN				ABC SUNDAY NIGHT MOVIE THE BOURNE IDENTITY, PT.1 (PAE)									
AVERAGE AUDIENCE	6,380				7,350				16,480									
(Hhds (000) & %)	7.2	6.7 *		7.7 *	8.3	7.4 *		9.2 *	18.6	17.5 *		18.5 *		19.3 *		18.9 *		
SHARE AUDIENCE	15	15 *		15 *	14	13 *		15 *	30	28 *		29 *		31 *		32 *		
AVG. AUD. BY 1/4 HR	6.4	6.9	7.4	8.0	7.3	7.5	8.7	9.7	17.0	18.0	18.3	18.8	19.2	19.4	19.1	18.7		

CBS TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

	60 MINUTES				MURDER, SHE WROTE				CBS SUNDAY MOVIE THE CAINE MUTINY COURT-MARTIAL (PAE)									
AVERAGE AUDIENCE	14,530				16,210				8,330									
(Hhds (000) & %)	16.4	15.7 *		17.1 *	18.3	17.7 *		18.9 *	9.4	10.4 *		9.1 *		9.0 *		9.1 *	2,300	
SHARE AUDIENCE	34	34 *		34 *	32	32 *		31 *	15	17 *		14 *		14 *		15 *	5	2.6
AVG. AUD. BY 1/4 HR	15.0	16.5	17.1	17.1	17.3	18.0	18.9	18.8	10.8	10.0	9.2	9.1	9.0	9.0	9.2	9.0	2.6	

NBC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

	OUR HOUSE				SUPER BLOOPERS & JOKES				NBC SUNDAY NIGHT MOVIE SOMETHING IS OUT THERE, PT. 1									
AVERAGE AUDIENCE	6,290				11,610				17,190									
(Hhds (000) & %)	7.1	6.7 *		7.6 *	13.1	12.0 *		14.2 *	19.4	18.3 *		20.0 *		20.1 *		19.2 *		
SHARE AUDIENCE	15	15 *		15 *	23	22 *		24 *	31	29 *		31 *		32 *		32 *		
AVG. AUD. BY 1/4 HR	6.4	6.9	7.1	8.0	11.0	12.9	13.7	14.8	17.7	18.9	20.0	20.1	20.2	19.9	20.1	18.4		

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

	11.8		12.6		13.3		13.0		12.7		11.5		10.6		8.2		6.8	
	26		25		24		22		20		18		17		14		15	

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

	2.5		2.5		2.9		3.4		3.5		3.0		3.0		2.1		2.2	
	5		5		5		6		6		5		5		4		5	

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

	1.3		1.7		2.6		3.2		2.2		2.2		1.7		1.4		1.0	
	3		3		5		5		4		3		3		2		2	

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

	4.6		4.6		4.6		5.0		5.4		5.7		5.8		5.5		4.4	
	10		9		8		8		9		9		9		9		10	

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

	2.3		2.7		3.4		3.0		4.0		3.9		3.8		3.9		3.2	
	5		5		6		5		6		6		6		7		7	

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45				
HUT	34.2	30.2	25.4	23.2	20.3	17.9	15.6	14.2	12.3	11.3	10.2	9.4	8.6	7.8				

ABC TV

(1)

AVERAGE AUDIENCE { 2,040
 (Hhlds (000) & %) 2.3
 SHARE AUDIENCE % 12
 AVG. AUD. BY 1/4 HR % 2.3

CBS TV

AVERAGE AUDIENCE {
 (Hhlds (000) & %)
 SHARE AUDIENCE %
 AVG. AUD. BY 1/4 HR %

NBC TV

(2) (PAE)

AVERAGE AUDIENCE { 2,220
 (Hhlds (000) & %) 2.5
 SHARE AUDIENCE % 8
 AVG. AUD. BY 1/4 HR % 2.5

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE 6.2
 SHARE AUDIENCE % 19

5.0 4.3 2.9 2.8 2.3 1.9
 21 23 19 24 23 23

SUPERSTATIONS

AVERAGE AUDIENCE 1.9
 SHARE AUDIENCE % 6

1.5 1.2 0.9 1.0 1.0 0.8
 6 6 6 8 10 10

PBS

AVERAGE AUDIENCE 1.1
 SHARE AUDIENCE % 3

0.8 0.5 ^ 0.3 ^ 0.1 v << 0.1 v
 3 3 3 ^ 2 ^ 1 v << 1 v

CABLE ORIG.

AVERAGE AUDIENCE 4.3
 SHARE AUDIENCE % 13

2.8 2.0 1.6 1.5 1.3 1.2
 12 10 11 13 13 15

PAY SERVICES

AVERAGE AUDIENCE 3.3
 SHARE AUDIENCE % 10

3.4 2.9 2.5 2.0 1.9 1.8
 14 15 17 17 19 22

U.S. TV HOUSEHOLDS: 88,600,000
 (1) ABC WEEKEND REPORT-SUN, ABC, (11:30-11:45)
 (2) G MICHAELS SPORTS MACHINE, NBC, (11:30-11:45)

For explanation of symbols, See page B.

TIME	6:00	6:15	6:30	6:45	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15
HUT	8.3	9.9	12.0	14.3	17.1	19.1	20.1	20.3	20.7	21.2	20.9	20.8	20.8	21.3	21.2	21.3	20.2	20.4
ABC TV	(PAE)	(1)	(PAE)	(2)	GOOD MORNING AMERICA-730 (CO-OP) (PARTICIPATING) (PAE)				GOOD MORNING AMERICA-830 (CO-OP) (PARTICIPATING) (PAE)									
AVERAGE AUDIENCE (Hhlds (000) & %)		1,280		2,340			3,900				3,880							
SHARE AUDIENCE %		1.4		2.6			4.4				4.4							
AVG. AUD. BY 1/4 HR		14		18			21				21							
		1.4		2.6			4.5	4.3			4.4	4.4						
CBS TV			CBS MORNING NEWS- 6:30AM		CBS THIS MORNING-A (SUS)		CBS THIS MORNING-1		CBS THIS MORNING-B (SUS)		CBS THIS MORNING-2						\$25,000 PYRAMID	
AVERAGE AUDIENCE (Hhlds (000) & %)			990				1,860				1,810						2,230	
SHARE AUDIENCE %			1.1				2.1				2.0						2.5	
AVG. AUD. BY 1/4 HR			10				10				10						12	
			1.0	1.2			2.1	2.1			2.0	2.1					2.4	2.6
NBC TV	NBC NEWS AT SUNRISE (PAE)				TODAY SHOW-7:30AM (CO-OP) (PARTICIPATING) (PAE)				TODAY SHOW-8:30AM (CO-OP) (PARTICIPATING) (PAE)								SALE OF THE CENTURY	
AVERAGE AUDIENCE (Hhlds (000) & %)	1,880						3,790				3,580						2,320	
SHARE AUDIENCE %	2.1						4.3				4.0						2.6	
AVG. AUD. BY 1/4 HR	21						21				19						13	
	1.8	2.4					4.4	4.2			4.1	3.9					2.5	2.7
INDEPENDENTS (INCL. SUPERSTATIONS)	1.6		3.3		5.7		6.8		6.6		6.1		5.0		4.9		4.9	
AVERAGE AUDIENCE	18		25		32		34		31		29		24		23		24	
SHARE AUDIENCE %																		
SUPERSTATIONS	0.6		1.2		2.0		2.2		2.1		2.2		1.7		1.7		1.7	
AVERAGE AUDIENCE	6		9		11		11		10		10		8		8		8	
SHARE AUDIENCE %																		
PBS	0.1	✓	0.1	^	0.4		0.7		1.1		1.3		1.3		1.3		1.1	
AVERAGE AUDIENCE	1	✓	1	^	2		4		5		6		6		6		5	
SHARE AUDIENCE %																		
CABLE ORIG.	1.4		1.4		1.8		1.9		2.0		2.2		2.1		2.2		2.1	
AVERAGE AUDIENCE	15		11		10		10		9		11		10		10		11	
SHARE AUDIENCE %																		
PAY SERVICES	0.7		0.6		0.7		0.8		0.9		0.9		1.0		1.0		1.0	
AVERAGE AUDIENCE	7		5		4		4		4		4		5		5		5	
SHARE AUDIENCE %																		

U.S. TV HOUSEHOLDS: 88,600,000
 (1) ABC WORLD NEWS-MORN-615A,ABC,(6:15-6:30)
 (2) ABC WORLD NEWS-MORN-645A,ABC,(6:45-7:00)

For explanation of symbols, See page B.

TIME	10:30	10:45	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
HUT	20.3	20.6	20.5	21.0	20.9	21.7	22.6	23.5	24.1	25.1	26.9	27.2	26.5	26.5	26.0	26.3	26.4	26.7

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

WHO'S THE BOSS?

THE M-F

HOME

RYAN'S HOPE

LOVING

←ALL MY CHILDREN→

←ONE LIFE TO LIVE (PAE)→

2,500
2.8
14
2.8

2.9
2.4

2,070
2.3
11
2.4

2.4

1,980
2.2
10
2.2

2.3

3,310
3.7
15
3.6

3.9

6,080
6.9
26
6.3

6.6
24
6.9

*
*
7.1

7.1

6,060
6.8
26
6.7

6.7
26
6.8

*
*
6.9

6.9

*
*
6.9

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

NEW CARD SHARKS

PRICE IS RIGHT 1

PRICE IS RIGHT 2 (PAE)

←YOUNG AND THE RESTLESS→

BOLD AND THE BEAUTIFUL

←AS THE WORLD TURNS→

2,300
2.6
13
2.5

2.7

3,860
4.4
21
4.1

4.6

4,980
5.6
26
5.4

5.9

6,340
7.2
29
6.7

6.9
29
7.1

*
*
7.4

7.4

4,480
5.1
19
5.1

5.1

5,490
6.2
24
6.1

6.2
24
6.2

*
*
6.3

6.3

*
*
6.3

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

CLASSIC CONCENTRATION

WHEEL OF FORTUNE

WIN, LOSE OR DRAW

SUPER PASSWORD

SCRABBLE

←DAYS OF OUR LIVES→

←ANOTHER WORLD (PAE)→

2,690
3.0
15
3.0

3.1

3,670
4.1
20
4.1

4.3

3,190
3.6
17
3.5

3.7

2,530
2.9
12
2.8

2.9

2,920
3.3
13
3.2

3.4

5,400
6.1
23
5.6

5.8
21
6.0

*
*
6.4

6.4

4,200
4.7
18
4.8

4.8
18
4.7

*
*
4.7

4.7

*
*
4.7

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

4.8
23

4.4
21

4.7
22

4.8
21

5.5
22

4.7
17

5.1
19

5.1
20

5.6
21

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.7
8

1.6
8

1.8
8

1.7
8

2.0
8

1.5
6

1.4
5

1.4
5

1.7
6

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.9
5

0.7
3

0.7
3

0.6
3

0.6
2

0.6
2

0.6
2

0.4
2

0.4
2

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.1
10

2.1
10

2.2
11

2.4
10

2.3
9

2.4
9

2.5
9

2.7
10

2.6
10

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.0
5

1.0
5

0.9
4

0.9
4

0.9
4

1.0
4

0.9
4

0.9
4

0.9
3

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

A-24 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. MAY 2-6, 1988

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
HUT	26.0	26.5	27.5	28.2	29.0	31.0	32.7	34.3	35.4	37.3	38.5	40.4	45.3	46.9	48.1	49.1

ABC TV

AVERAGE AUDIENCE
 (Hhlds (000) & %)
 SHARE AUDIENCE
 AVG. AUD. BY 1/4 HR

{
 %
 %

← GENERAL HOSPITAL →

6,110
 6.9
 25
 6.9
 6.8
 26
 6.8
 6.9
 7.0
 *
 *
 *
 *

ABC WORLD
NEWS TONIGHT

9,020
 10.2
 21
 9.9
 10.5

CBS TV

AVERAGE AUDIENCE
 (Hhlds (000) & %)
 SHARE AUDIENCE
 AVG. AUD. BY 1/4 HR

{
 %
 %

← GUIDING LIGHT
(PAE) →

4,820
 5.4
 20
 5.5
 5.4
 21
 5.4
 5.5
 5.4
 *
 *
 *
 *

CBS EVENING
NEWS-RATHER

8,200
 9.3
 19
 9.3
 9.2

NBC TV

AVERAGE AUDIENCE
 (Hhlds (000) & %)
 SHARE AUDIENCE
 AVG. AUD. BY 1/4 HR

{
 %
 %

← SANTA BARBARA →

3,810
 4.3
 16
 4.2
 4.2
 4.2
 4.2
 4.4
 4.3
 *
 *
 *
 *

NBC NIGHTLY
NEWS

7,620
 8.6
 18
 8.6
 8.7

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
 SHARE AUDIENCE %

6.2
 24
 7.2
 26
 8.1
 27
 9.4
 28
 10.6
 29
 11.4
 29
 13.3
 29
 14.2
 29

SUPERSTATIONS

AVERAGE AUDIENCE
 SHARE AUDIENCE %

1.7
 6
 2.0
 7
 2.4
 8
 2.8
 8
 2.9
 8
 3.0
 8
 3.0
 7
 3.2
 7

PBS

AVERAGE AUDIENCE
 SHARE AUDIENCE %

0.5
 2
 0.6
 2
 0.8
 3
 1.0
 3
 0.9
 2
 1.0
 2
 1.1
 2
 1.2
 2

CABLE ORIG.

AVERAGE AUDIENCE
 SHARE AUDIENCE %

3.0
 11
 3.5
 13
 3.7
 12
 4.1
 12
 3.9
 11
 3.9
 10
 4.2
 9
 5.1
 10

PAY SERVICES

AVERAGE AUDIENCE
 SHARE AUDIENCE %

1.1
 4
 1.1
 4
 1.1
 4
 1.2
 4
 1.5
 4
 1.6
 4
 1.9
 4
 2.1
 4

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	8.1	9.7	11.0	12.6	14.7	16.8	19.3	21.0	22.5	23.8	24.7	25.0	25.3	25.8	25.8	25.7	24.9	24.9

ABC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

LITTLE CLOWNS-ALL HAPPYTOWN	NEW POUND PUDDLES	MY PET MONSTER	LITTLE WIZARDS	REAL GHOSTBUSTERS	REAL GHOSTBUSTERS	BUGS BUNNY & TWEETY SHOW
1,330	2,130	3,190	2,920	3,540	4,080	3,990
1.5	2.4	3.6	3.3	4.0	4.6	4.5
9	12	15	13	16	18	18
1.3	1.7	2.1	2.7	3.3	4.3	4.4

CBS TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

HELLO KITTY	MUPPET BABIES	MUPPET BABIES	MUPPET BABIES	PEE WEE'S PLAYHOUSE	MIGHTY MOUSE	POPEYE & SON
2,390	3,630	4,250	4,780	5,050	3,720	3,190
2.7	4.1	4.8	5.4	5.7	4.2	3.6
17	20	21	22	22	16	14
2.5	2.9	3.9	4.4	5.6	4.2	3.5

NBC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

GUMMI BEARS (PAE)	SMURFS I	SMURFS II	SMURFS III (PAE)	ALF-SAT MORN (PAE)	ALVIN AND THE CHIPMUNKS	FRAGGLE ROCK
2,660	3,810	4,780	5,140	4,250	4,430	3,280
3.0	4.3	5.4	5.8	4.8	5.0	3.7
19	21	23	23	19	19	15
2.6	3.4	4.1	5.3	5.0	5.0	3.9

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.8	3.4	4.0	4.4	4.6	4.9	5.0	6.1	6.3
31	29	25	22	20	20	20	24	25

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.9	1.3	1.5	1.7	1.6	1.4	1.0	1.4	1.7
10	11	9	8	7	6	4	5	7

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.2	0.5	0.7	0.7	0.9	0.9	0.8	1.2	1.3
2	4	4	3	4	4	3	5	5

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.7	2.2	2.9	3.3	3.4	3.7	4.0	3.3	3.3
19	19	18	16	15	15	16	13	13

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.3	1.2	1.4	1.6	1.7	2.0	1.9	1.9	1.9
15	10	9	8	7	8	7	7	8

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

A-28 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. MAY 7, 1988

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT	24.9	25.4	24.7	24.9	24.7	25.0	24.0	24.7	25.6	26.2	25.4	25.9	26.2	26.7	26.8	26.7	27.0	28.0

ABC TV

FLINTSTONE KIDS ANIMAL CRACK-UPS HEALTH SHOW (1)

FOURN. OF CHAMPIONS-SAT.
(2:00-4:30)

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{	3,370		2,570		1,060		1,420				890							
%	3.8		2.9		1.2		1.6				1.0	0.9 *		1.0 *		0.8 *		0.9 *
%	15		12		5		7				4	4 *		4 *		3 *		3 *
%	3.9	3.7	2.9	3.0	1.3	1.0	1.5	1.6			0.9	0.9	1.1	0.9	0.9	0.8	0.8	0.9

CBS TV

DENNIS THE MENACE TEEN WOLF GALAXY HIGH SCHOOL

CBS SPORTS SAT SP.ED.
NCAA WMN'S GYMNASTIC
CHAMPS

(2)

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{	2,570		2,750		2,570						2,480						3,100	
%	2.9		3.1		2.9						2.8	2.5 *		2.5 *		3.0 *	3.5	2.7 *
%	12		13		12						11	9 *		11 *		11 *	11	10 *
%	2.8	3.1	3.0	3.2	2.9	2.9					2.4	2.7	3.1	2.9	2.9	2.6	2.8	

NBC TV

NEW ARCHIES FOOFUR (PAE) I'M TELLING (3)

NBC MAJOR LEAGUE BASEBALL
SAN FRANCISCO VS CHICAGO CUBS BOSTON VS MINNESOTA
(MULTI SEGMENT) (PAE)

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{	3,100		1,860		1,770		3,460	5,230										
%	3.5		2.1		2.0		3.9	5.9			5.2 *	5.9 *		6.3 *		6.1 *		6.3 *
%	16		9		8		16	22			20 *	23 *		24 *		23 *		23 *
%	3.5	3.5	2.1	2.1	1.9	2.0	3.9	4.2	5.0	5.5	5.8	5.9	6.2	6.2	6.2	6.2	6.1	6.5

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

	7.1		6.9		7.3		7.1		7.1		7.1		7.7		7.9		8.2	
	28		28		29		29		27		28		29		29		30	

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

	1.9		1.6		1.7		1.6		1.8		1.6		1.8		2.1		2.2	
	8		6		7		7		7		6		7		8		8	

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

	1.1		1.4		1.2		1.2		1.6		1.6		1.7		1.6		1.6	
	4		6		5		5		6		6		6		6		6	

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

	3.5		3.7		4.1		3.6		3.8		3.9		4.3		4.3		4.5	
	14		15		16		15		15		15		16		16		16	

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

	1.9		2.2		2.5		2.8		3.0		2.9		3.1		3.3		3.4	
	8		9		10		12		12		11		12		12		12	

U.S. TV HOUSEHOLDS: 88,600,000
(1) ABC WEEKEND SPECIALS(8), HERE COME THE LITTLES, PT.3 (PAE), ABC, (1:00-1:30)
(2) NBA PLAYOFF GAME SAT, SEATTLE VS DENVER, CBS, (3:30-6:01)
(3) NBC MAJOR LEAGUE PRE GAME, (PAE), NBC, (1:00-1:19)

For explanation of symbols, See page B.

A-30 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. MAY 7, 1988

TIME	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45						
HUT	28.8	28.8	29.4	30.8	31.8	33.0	34.4	34.2	34.6	35.1	35.7	35.8						

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

TOURN. OF
CHAMPIONS-
SAT.
(2:00-4:30)

ABC WIDE WORLD-SPORTS SAT
(4:30-6:03)

ABC WRLD NEWS
TONIGHT-SAT

7,970																		
1.4	*	9.0		6.4	*		9.3	*		11.3	*		4,870					
5	*	28		21	*		29	*		33	*		5.5					
1.3		1.6	5.6	7.2		8.3	10.3		12.3	10.2	8.6		15					
													5.8		5.3			

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

NBA PLAYOFF GAME SAT
SEATTLE VS DENVER
(3:30-6:01)

CBS SAT. NEWS-
SCHIEFFER

3.3	*			3.6	*		3.9	*		3.9	*		4,080					
11	*			12	*		12	*		11	*		4.6					
3.0		3.6	3.5	3.6		4.0	3.9		3.8	4.0	3.8		12					
													4.5		4.7			

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

LAS VEGAS INVITATIONAL-SA
(4:13-5:30)(PAE)

NBC NIGHTLY
NEWS-SAT.

2,300																		
2.6		3.5	*		2.7	*		2.0	*				5,050					
8		12	*		9	*		6	*				5.7					
3.2		3.5		3.1	2.3		2.2	1.9					15					
													5.5		5.0			

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

8.8			9.8		9.2		9.0		10.2		11.0							
31			33		28		26		29		31							

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.5			2.7		2.3		2.1		2.8		2.9							
9			9		7		6		8		8							

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.7			1.5		1.5		1.6		1.8		1.7							
6			5		5		5		5		5							

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

4.8			4.3		4.2		4.3		5.5		5.6							
17			14		13		13		16		16							

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.3			2.8		3.1		3.4		2.6		2.7							
11			9		10		10		7		8							

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

A-32 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. MAY 8, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	6.9	8.0	8.8	10.0	12.5	14.6	16.4	18.0	20.1	21.6	22.8	23.6	23.9	24.6	24.1	24.2	23.7	24.1

ABC TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

CBS TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

FOR OUR TIMES
(SUS)

SUNDAY MORNING

FACE THE
NATION

3,370																		
3.8																		
16																		
3.0																		

NBC TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

SUNDAY TODAY

MEET THE PRESS

1,860																		
2.1																		
12																		
1.5																		

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.1																		
28																		

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.7																		
9																		

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.2																		
3																		

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.5																		
20																		

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.4																		
19																		

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT	23.7	24.0	24.1	24.8	25.0	25.4	25.5	26.4	27.5	28.0	27.7	28.1	28.7	29.5	30.1	30.4	30.4	30.5

ABC TV

←THIS WEEK-DAVID BRINKLEY→BUSINESS WORLD

TOURN. OF CHAMPIONS-SUN.
(2:00-5:00)

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{	2,300				1,060						1,330							
%	2.6	2.4 *		2.7 *	1.2						1.5	1.4 *		1.3 *		1.3 *	1.4 *	
%	10	10 *		11 *	5						5	5 *		4 *		4 *	5 *	
%	2.4	2.4	2.6	2.8	1.3	1.2					1.5	1.4	1.3	1.3	1.3	1.2	1.3	1.5

CBS TV

NBA PLAYOFF GAME-1
CLEVELAND VS CHICAGO
(1:00-3:35)(PAE)

(1)

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{						5,850											5,670	
%						6.6	5.2 *		6.5 *		6.4 *		7.0 *		7.9 *	6.4 *	6.6 *	
%						23	20 *		23 *		23 *		24 *		26 *	20 *	22 *	
%						4.6	5.7	6.4	6.5	6.4	6.5	7.0	7.0	7.7	8.1	6.7	6.6	

NBC TV

SPORTSWORLD

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{											1,950							
%											2.2	2.0 *		2.3 *		2.5 *		
%											7	7 *		8 *		8 *		
%											1.8	2.1	2.3	2.3	2.2	2.7		

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

10.0		9.8		10.1		9.8		10.3		10.4		10.9		10.2		11.3	
42		40		40		38		37		37		37		34		37	

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.0		2.9		2.8		3.0		2.9		2.7		2.7		2.7		2.9	
13		12		11		12		10		10		9		9		10	

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.8		0.9		1.2		0.9		0.8		0.8		1.0		0.9		0.8	
3		4		5		3		3		3		3		3		3	

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

4.0		4.9		5.3		4.5		4.4		5.1		5.4		5.8		6.1	
17		20		21		17		16		18		19		19		20	

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.7		2.9		2.6		3.0		2.9		2.0		1.8		1.9		1.8	
11		12		10		12		10		7		6		6		6	

U.S. TV HOUSEHOLDS: 88,600,000
(1) NBA PLAYOFF GAME-2, WASHINGTON VS DETROIT/UTAH VS LA, (PAE), CBS, (3:35-6:00)

For explanation of symbols, See page B.

A-36 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. MAY 8, 1988

TIME	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
HUT	30.6	31.1	31.0	31.4	32.1	32.9	33.4	34.5	35.4	36.6	37.8	39.1

ABC TV

TOURN. OF CHAMPIONS-SUN.
(2:00-5:00)

ABC WRD NEWS
TONIGHT-SUN

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

		1.7 *		1.8 *							3,900	
		6 *		6 *							4.4	
		1.9	1.9	1.8							11	
	1.6										4.1	4.6

CBS TV

NBA PLAYOFF GAME-2
WASHINGTON VS DETROIT/UTAH VS LA
(3:35-6:00)

CBS EVENING
NEWS-SUNDAY

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

		6.7 *		6.2 *		6.4 *		6.3 *	5,050			
		22 *		20 *		20 *		19 *	5.7			
									15			
	6.8	6.6	6.2	6.1	6.4	6.4	6.4	6.2	5.4	6.0		

NBC TV

LAS VEGAS INVITATIONAL-SU
(4:00-6:06)

NBC NIGHTLY
NEWS-SUN

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

	3,010										4,340	
	3.4	2.8 *		3.0 *		3.3 *		4.1 *			4.9	
	11	9 *		10 *		10 *		12 *			12	
	2.8	2.8	2.8	3.1	3.2	3.5	3.9	4.3	4.8		4.8	5.1

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

11.4		11.8		11.5		11.4		11.4		12.2
37		38		35		34		32		32

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.7		2.7		2.9		2.9		3.3		2.9
9		9		9		9		9		8

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.1		1.2		1.3		1.4		1.1		1.1
4		4		4		4		3		3

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

5.9		5.8		6.1		6.2		6.0		5.9
19		19		19		18		17		15

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.9		2.0		2.0		2.2		2.9		2.5
6		6		6		6		8		7

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.